THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

June, 1949

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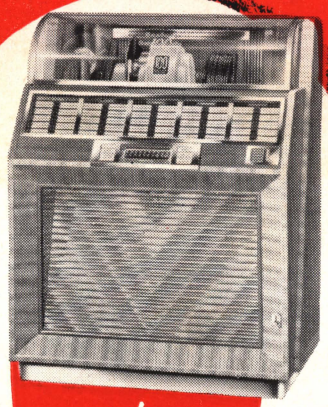

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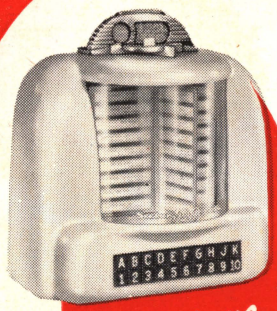

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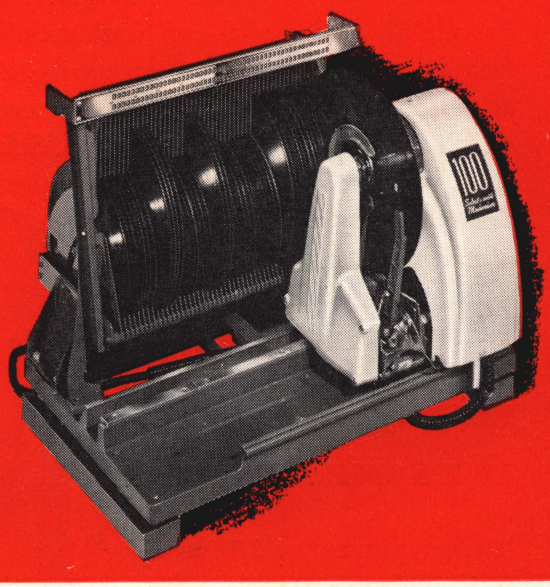

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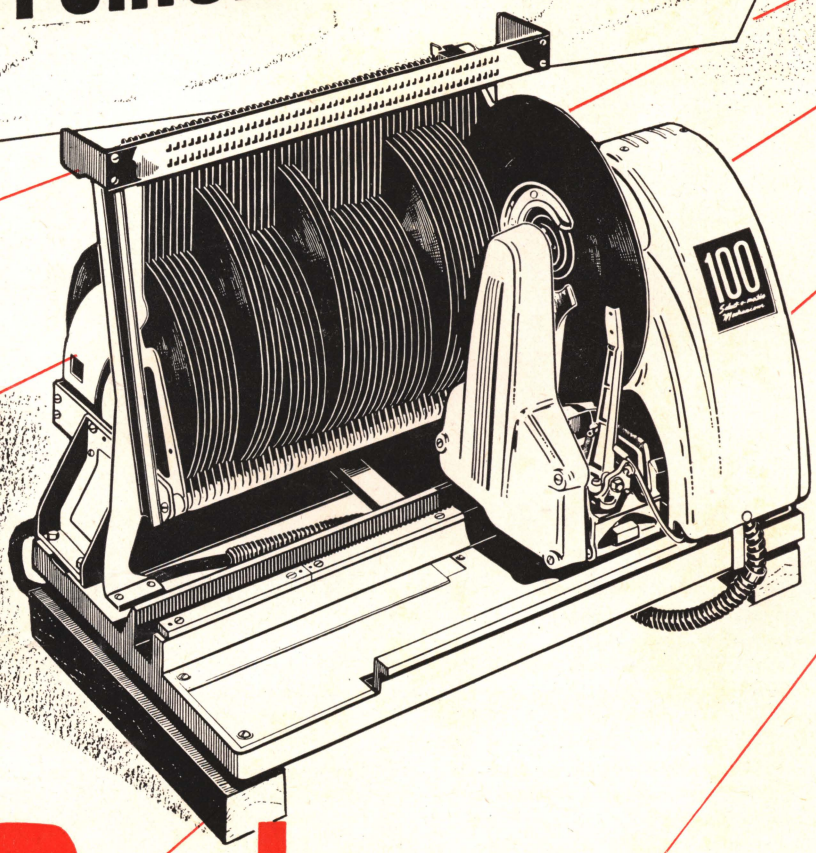

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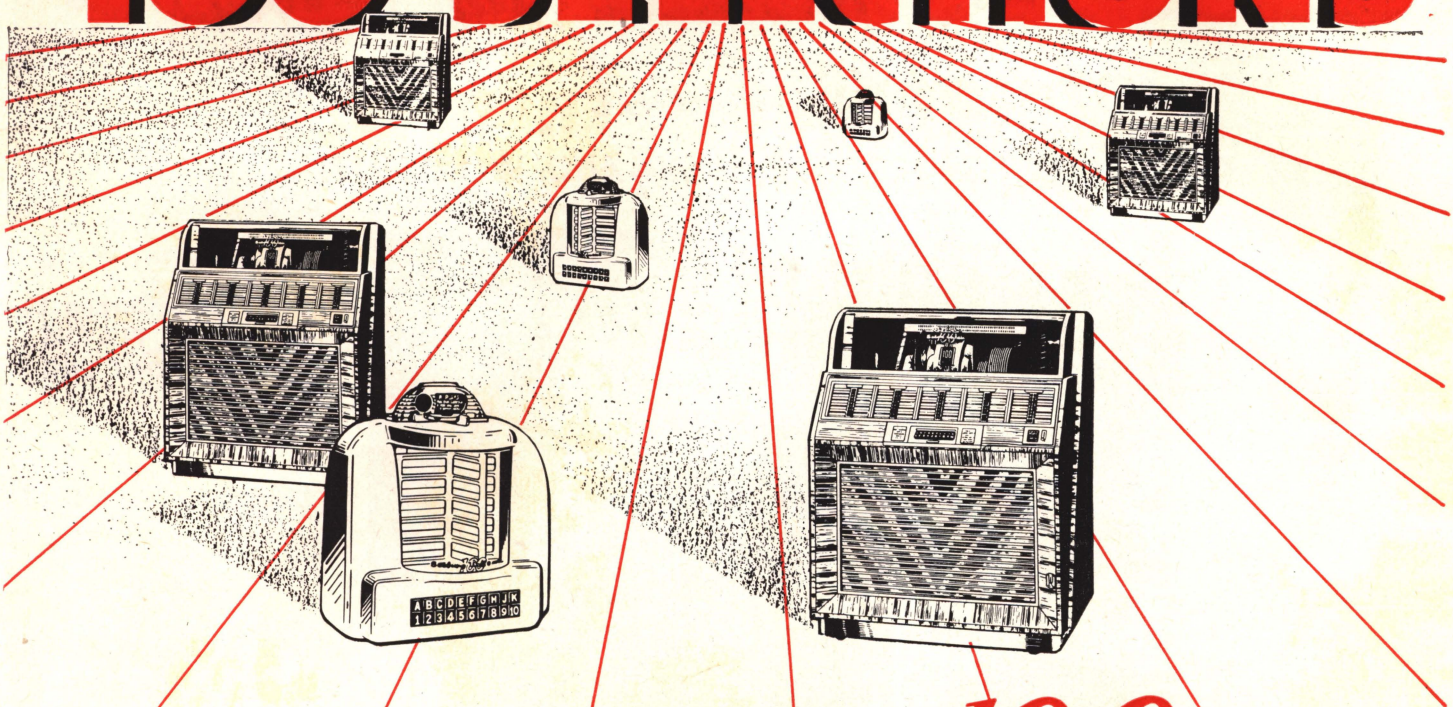

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JUNE, 1949

The 191st CONSECUTIVE MONTHLY ISSUE

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Local Taxing Powers Given Big Boost

BUSINESS REVIEW . . .

Almost without exception these days, operators connect their business with the state of general conditions when asked how things are going. Operators to a man seem to hold the view that general business has slipped and hence the operating business shares in this decline. A lot of heads of business firms seem to feel the way operators do these days.

Reports and analyses of the first quarter of the year have continued to pile up, suggesting many views on what may be expected during the year. Nearly half of the year will be gone when this issue comes from the press and it should be possible now to get some good summaries on what has happened this year—and what to expect. But it is not easy at all to digest and review all the differing reports. It may help to jot down some general statements, as follows:

1. General agreement exists in all sections of the country that general business trends are definitely downward. Many say the recession began last November; this column has put the beginning with the break in farm prices in Feb. 1948.

2. The recession thus far is mild, there is no alarm, and everybody feels the adjustment had to come. Business leaders do not expect a depression. National income, business volume, etc., are well above a year ago. Many business leaders say industry in general can drop 15 per cent from the peak and still suffer no harm. Many firms are adjusting to new conditions fairly easy.

3. The normal business cycle is said to be working. The exception is that the government will throw in heavy supports to shorten the decline, start a new boom.

(See BUSINESS REVIEW, page 12)

Legislation In 1949 Follows Usual Pattern; Gain One Free-Play Law

by WALTER HURD

CHICAGO—At least 43 State Legislatures had some kind of bill relating to coin-operated machines by May 1, after most of the state lawmaking bodies had started on their sessions early in the year. Some of the legislative mills really piled up with grist, while a few states like Rhode Island and Vermont had only one such bill, according to available reports.

In previous issues this year, the legislative picture has usually been summarized by saying that unfavorable laws were being proposed in good number, and yet few of them seemed to be getting through into law. This general statement has held true through four months of legislation.

At the same time, it appears that few laws of any kind relating to coin machines have been passed. There were a number of favorable proposals that have failed of passage also. There seemed to be a trend for licensing of gaming devices in the Rocky Mountain area but most of the new license proposals seemed to fail.

Other favorable legislation that would help vendors, such as unfair cigarette sales acts, received a good hearing in some states and at least two states put such laws on their books. The vending trade was worried about sales taxes and special proposals to tax soft drinks, and there was one proposal to make the sales tax include receipts from all coin machines.

Since practically all tax and regulation proposals are considered unfavorable, the list of legislation in this category is much larger and much easier to define. In some cases, a bill might be considered favorable by one branch of the trade and unfavorable by another group; a few such bills appeared. Among the types of bills generally considered unfavorable are the following:

1. Bills that put all types of coin-operated

The Review Calendar...

IMPORTANT DATES

June 1-30 —Dairy Month.
June 12 —Children's Day.
June 12-18—National Flag Week.
June 13-20—Father and Son Week.
June 14 —Flag Day.
June 19 —Father's Day.
June 21 —First Day of Summer.

CONVENTIONS

June 3-4 —NAMA, Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City, N. J.
June 5-9 —National Confectioners Assn., 66th annual convention and 23rd exposition, Stevens Hotel, Chicago.
June 12-17—American Inventors Assn., 1st International exposition, Grand Central Palace, New York.
June 22-25—National Assn. of Tax Administrators, 17th annual meeting, Lake Tahoe, Calif.
June 26-29—National Candy Wholesalers Assn., 4th annual convention and all-confectionery exposition, Stevens Hotel, Chicago.
July 26-28—National Assn. of Music Merchants (Retail), annual convention and exhibit, Manhattan Center Exhibit Hall, New York.
Aug. 8-11 —International Apple Assn., annual convention, Chicago.
Oct. 24-26—National Assn. of Popcorn Manufacturers, annual convention, Palmer House, Chicago.
Oct. 24-29—International Assn. of Ice Cream Manufacturers, 45th annual convention, Los Angeles.
Nov. 27-30—National Automatic Merchandising Assn., annual convention and exhibit, Atlantic City, N. J.

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machines together for licensing and tax, under one general heading. There are some laws of this kind that have been in effect for many years, and have worked well, such as in Arkansas. But, generally the trade would prefer to have the main types of machines covered in separate legislation.

2. Proposals to hike present license rates excessively. The one fear is that, once a tax is on the books, it will be raised by a succeeding legislature. Such proposals to hike existing taxes showed up this year. A good example again would be in Arkansas, with a proposal to boost the fee from $5 to $25.

3. Possession laws on amusement and gaming devices are considered as very unfavorable, and one of the main reasons is that the definition of gambling can always be stretched so wide. Possession laws scare locations also, and a few states had the typical proposal this year to cancel business licenses of places having gambling devices.

4. Proposals to tax vending machines at so much per machine are considered unfavorable. If a tax is proposed, it is much more acceptable to place a business license fee on the operator. A number of vending machine tax proposals of the per machine kind appeared this year.

5. Spite bills are unfavorable in any trade, of course, and the coin machine trade always gets a few. It may be some retail group that gets a legislator to author a bill that shows spite for vending machines, etc. Some legislators still show animosity to amusement games. But none of the bills seemed to get very far this year; maybe they will cease to be any real threat. California probably had the highest number of such bills.

6. Bills that propose to put very new types of coin-operated machines under a license or tax. Several such bills appeared this year, relating to coin radios, shuffleboard, etc. It goes without saying that, in time, any device that makes much headway will be included for taxation—and should pay its just share. But early taxation of new devices may delay expansion of such machines to become an established business.

The few laws that have been passed this year relating to coin machines may be considered minor, with the exception of the new statute in Arkansas which defines and legalizes free plays. The free-play statute is of major importance and has been described in detail in an earlier issue. The parade of new laws is not complete, however, until all the legislatures have adjourned and then the story can be told. Hence, this review will be confined to a look at trends in proposals as various bills were introduced this year.

The purpose of this review is not to show the number of bills that became law this year, but to show the wide variety of bills that appeared in the many states. The bills that actually became law in 1949 will be reviewed later. The state-by-state listing below is not complete but it will show the special types of tax proposals and regulations that are in the mind of legislators:

Arizona—The state had a bill to license salesboards at 3 per cent. Also, the second state on the alphabetical roster had one of those empowering act proposals which would give cities and towns the right to tax games and other amusements. These empowering acts were an increasing trend this year and may mean much trouble later with local tax proposals. Arizona also had a bill to license "slot machines."

Arkansas—The Legislature made history by passing the first law to legalize free plays, and also set precedent by lowering its state cigarette tax. The state also had bills to greatly increase present license fees on machines, and one that singled out vendors for taxing. A bill to license coin radios at $7.50 also appeared.

Alabama—Legislature scheduled to begin May 3, but no report on actions at this time.

California—The state had so many unfavorable legislative proposals that a separate article would be required to describe them. Vicious possession bills and bills which define gambling on the "may-be-used-for" basis appeared, and with pressure behind them. Some of the several cigarette vendor tax proposals were also very threatening. One bill would have taxed phonos whether on location or not; tax rates of $60 and $80, and even $150 per year, were inserted in some of the bills. There were a few bills considered favorable but in general there was a heavy tone of unfavorable proposals.

Colorado—Interest centered in the bill to license gaming devices in the state. Cigarette bills proposed a state tax, also unfair sales control. An empowering act to let towns and counties license gaming devices also appeared.

Connecticut—A $100 tax on each game, phono, candy and cigarette vending machine was proposed. Cigarette bills included one defining an operator as one who operated 25 machines or more, and a bill to amend state tax on cigarette vendors.

Delaware—An empowering act for one township in the state.

Florida—The Legislature had a pile of bills early in April, in a state that licenses machines—and once licensed gaming devices. Present law fixes limits of any local taxes on machines, but a bill appeared to remove any limitations. Other bills included one to tax radios, a license revocation proposal for gaming devices, a bill to exempt vendors dispensing citrus juices (follows up the peanut exemption trend in Virginia and the Carolinas).

Georgia—The bill to empower certain counties to license and tax coin machines got special attention.

Idaho—Considered as having a favorable license plan for gaming devices in clubs, the state had bills to undo this law, as would be expected. Bills included proposals of complete ban on gaming devices, local option for cities, proposals to require that

(See LEGISLATION, page 10)

Hurd In East

Walter Hurd, nationally recognized authority on coin-operated vending, amusement and service devices, and executive editor on the COIN MACHINE REVIEW, is now on editorial assignments in the East and Middle West for this publication. Hurd left the Los Angeles offices in late April and will spend six months on various assignments in the trade.

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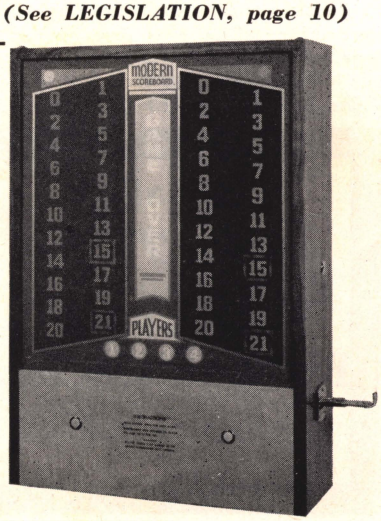

Enter Shuffleboard Parlors As New Entertainment Idea

When THE REVIEW began its prolonged campaign some months ago to boost shuffleboard in every possible way, it was with the idea that the trade needed something new which would catch the public fancy and also help everybody, from operators to manufacturers, to bolster incomes that had been hit by inflation.

It was easy to see that shuffleboard had merits which had held favor with players over many years, even before there was any dream of coin operation. Some said the boards would turn out to be only a passing flurry and then time began to prove that a national movement was under way.

So, the need of developing and exploiting ideas to increase public interest in shuffleboard became very evident. Much editorial space has been devoted each month to giving the business a boost and opinions of leaders in the trade have been sought. Our news correspondents in trade centers have also cooperated by emphasizing shuffleboard gains in their regular reports. All this helps to keep the business on the upward trek.

A really new idea for expanding shuffleboard use appeared late last year and it is this idea that needs promotion to the fullest extent. The idea is that of shuffleboard parlors. Shuffleboard itself has its limitations and the parlors also have their limitations. But just as shuffleboard surprised even many people in the business by its steady expansion to national size, so the parlors may make a surprising growth into a national type of amusement place.

The parlor idea has very definite merits and it is an idea that needs promoting for all it is worth. It will require lots of promotion, or the idea can die before it has been fully tested. Shuffleboard has required a lot of promotion and the boosting of parlors may be the next big step in promoting the boards.

It is much to the credit of manufacturers and distributors that they have recognized that here is a game which permits definite promotions to increase the play for operators and locations. Tournaments have been the recognized form of promotion, also locations can be supplied with banners and signs that say shuffleboard is available inside. The parlors will be decided adjuncts to and a logical expansion to the tournament idea.

Shuffleboard parlors may become the modern counterpart of the arcade and may rival the big spread of bowling alleys in recent years. That is, if everybody in the shuffleboard business starts to boost the parlor idea.

The pioneering that has been done already in parlors proves that they have real possibilities. Parlors already reported have up to as many as 15 boards and experience shows that some kind of sideline, such as soft drinks, or other refreshments, are needed to make the places a complete success. This is understandable and can easily be provided for. The center and main attraction in a parlor, however, is the shuffleboard games and such places will do much to popularize the sport and to develop leagues and teams.

Right while the parlor idea is getting its start, it is well to consider that bowling alleys made their big headway by being thoroughly modern in design and pool halls are taking a new lease on life by going modern. So, shuffleboard parlors must be made attractive and modern from the start.

Current business trends which have led to an increasing number of store closings may provide a greater number of favorable chances at getting a good location for the parlors. In fact, shuffleboard parlors may fit into current trends with a vim.

Probably December 18 of last year should be marked on the calendar as the birthdate of shuffleboard parlors, for that was the official opening of a parlor for the young folks in Portland, Ore., with the playing fee set at ten cents. Soft drinks, candy and sandwiches were included as a sideline to the ten boards in the place.

Parlors are now spreading more rapidly and have just recently invaded the Midwest. There is good reason that 1949 may be Shuffleboard Parlor Year just as 1948 was Shuffleboard Year.

Manufacturers have led in the promotion of tournaments and it will be to their advantage to lead in the promotion of parlors. Plans and ideas are needed, based on parlors that have already opened up. One of the most recent parlors to open has about 15 other types of coin machines in the place, thus giving aid to the entire field of coin machines. This is something the Industry has been looking for.

If it will help the cause along, THE REVIEW will be glad to publish an honor roll or list of the shuffleboard parlors as they are reported from different cities. The main idea is to get the parlor movement into full swing and in that way keep shuffleboard in the limelight.

Shuffleboard Idea

Tavern owners in Spokane are learning that it pays to cater to spectators of shuffleboard play also. A concerted move is on to capitalize on the desire of customers to see the games while they drink—and the result is that more drinks are sold. When the boards can be conveniently placed alongside the bar, so that customers seated at the bar can watch the play, many tavern owners say that more drinks are sold. Tavern owners are now re-arranging their bar layout, or even building new bars with as many as ten stools alongside the bar next the shuffleboard tables, so that customers can watch the play while they drink.

LEGISLATION

(Continued from page 8)

the location be sole owner of gaming devices.

Illinois—A bill empowering counties to license machines; an unfair cigarette sales bill which defines operators as "retailers." (Not much legislation for so important a coin machine state.)

Indiana—One of the first legislatures to adjourn (March 9), bill included a proposal to tax soft drinks, a bill to empower cities to tax machines, a bill for a state tax of $2 to $25 on machines, a bill taxing all machines other than vendors, a bill to ban ASCAP music use in phonos.

Kansas—Unfavorable bills against possession of gaming devices, with such strict definitions that would take in even amusement games; also a bill to make Internal Revenue stamp for a gaming device as evidence of possession.

Maine—A bill for state tax on games and music; a bill that would make machines subject to personal property tax; an empowering act bill for cities.

Maryland—Most of the bills related to licensing of amusement machines in certain of the counties, at least one of them calling for a popular vote on the subject. Some counties now license consoles, etc. The old vending machine issue apparently is not dead since a bill was introduced to repeal the state license law on vendors. Maryland used to get proposals to tax vendors out of operation.

Massachusetts—In a state that usually has bills relating to music, the nearest approach this year was a bill relating to "licensing of innholders, conducting certain amusements in connection with their business." Bills for state tax on machines were proposed, one defining "vending machines" so loosely as to probably mean all types of machines.

Michigan—In a state unfavorable to games due to a court decision, a bill for state licensing of amusement machines was proposed. Another bill would empower cities to license coin machines; another would put a graduated tax on operators of vendors; a bill for a state tax on cigarettes also appeared.

Minnesota—The state alarmed vending operators with its proposal for a gross earnings tax of 10 per cent on vendors, a bill to tax soft drink vendors, bills for stiff sanitary regulations, etc.; a bill to repeal present laws considered favorable by the trade. A general array of unfavorable bills.

Missouri—A bill for a referendum in Nov. 1950 on whether people favor a veterans' bonus—a tax of 10 per cent on retail price of all coin machines to be assessed, also 5 per cent on vending machines (not including their contents). A bill to empower counties to tax cigarettes; a bill to tax coin machines but exempting vending machines.

Montana—A bill to tax all music machines at $100 per year. A bill to hold a popular vote on the question of licensing gaming devices (vote to be taken at Nov. 1950 election). This bill became law March 4. A bill to allow gaming devices in veterans' clubs. A bill to outlaw gaming devices, also one to legalize and license them.

Nebraska—A bill to delete television from proposed $5 state tax and add words, "wired radio system or mechanical music." A bill empowering towns to license games, shuffleboard, etc. A bill adverse to vendors on sales of cigarettes to minors.

Nevada—Bills relating to licensing and control of gaming devices in the state, location licensing, etc.

New Hampshire—A bill to license all types of legal machines, except cigarette vendors.

New Jersey—A bill to amend cigarette tax law so that operators of 30 or more cigarette vendors would be classed as "wholesale dealers." A bill to repeal the state tax on cigarettes.

New York—The Legislature had an extra quota of bills to empower cities and counties to tax machines, including shuffleboard, also bills to repeal existing laws on the subject. The Legislature ran to seed on the subject of empowering acts, it seems.

New Mexico—The Legislature had important bills to empower cities and counties to license gaming devices, also to hold popular vote on such licensing, also bill to permit licensing of gaming devices in clubs. State taxes on coin machines in general were proposed, also gross receipts tax proposal to broaden its application to machine receipts. A bill to include cigarette vendors under state cigarette law with $3 license.

North Carolina—The annual action on coin machine section of the General Revenue Statutes produced a lot of bills. One bill proposed higher rates on music, cigarette and soft drink machines. The state attracted attention by a bill to tax drink vendors at $25 that sell only one brand, graduating the tax downward as more brands are dispensed. A bill to regulate music hours appeared.

North Dakota—One of the first empowering acts of the year showed up in the state. A bill to amend present amusement games tax law was introduced. A bill to tax the first phonograph at $200 per year and $5 for each additional machine.

Ohio—As usual, a state sales tax proposal appeared. A state license on games and music at $75 per machine also appeared.

Oklahoma—A bill on unfair cigarette sales defined operators as "retailers."

Oregon—The Legislature seemed to be bent on bills to boost the tax on coin machines. One bill proposed 10 per cent gross receipts tax for skill games and 30 per cent for gaming devices, in addition to all taxes already imposed. A bill to double the present state tax on machines was also in the hopper. A 2-cent cigarette tax plan was included in a bonus bill.

Pennsylvania — Legislature early had bills to repeal present law which empowers cities and counties to tax, a law which has worried operators considerably. One bill called for a popular vote before local taxes could be assessed. Bills to tax cigarette vendors $1 per year appeared.

Rhode Island — "Poor Little Rhode Island" had a bill in March to ban sale of gasoline through coin-operated machines.

South Carolina—The annual revenue bill always comes up, so there were bills relating to details in collecting the tax, also a proposal to hike machine taxes by 5 per cent. A bill to tax candy, cigarettes, etc.,

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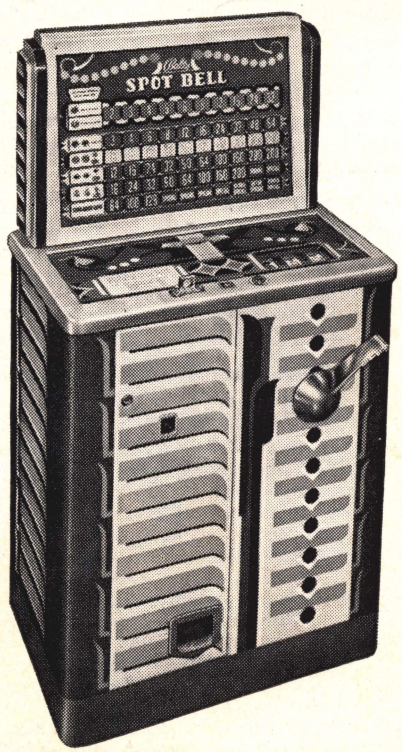

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appeared. Following unfavorable court action last year in the state on free plays, a bill to permit pin ball with free plays appeared.

South Dakota—A veterans' bonus bill called for revenue, so a 1 per cent gross receipts tax bill on pin ball, phonos, etc., appeared and became Page 87 1949 South Dakota Sessions Laws. A bill to except benevolent corporations from the ban on gaming devices was considered. A bill to ban prophylactic vendors was enacted into law. In a state that has handicapped music at times, a bill appeared to permit music in places selling liquor.

Texas—The state did not seem to get as many coin machine bills as had usually appeared in previous sessions. A bill "to charter corporations to engage in coin-operated machine business" became state law March 3. Bills proposing excessive boosts in state license fees on machines also appeared; one of these singled out music for a tax increase. One bill proposed a tax decrease —on milk and ice cream vendors.

Utah—A bill providing for sale of confiscated machines was enacted into law. A bill proposed to amend present law on banned gaming devices by adding pin ball to the list of devices considered unlawful when played for "money or tokens." A bill to empower cities to assess taxes on any business also appeared.

Vermont—A state that once licensed amusement games and then repealed the law, had a bill to list coin machines that could be considered exempt from the anti-gambling code and also provided to tax them; music and amusement games were to be included.

Washington—In a state that has derived much revenue from machines, there was considerable legislative activity, ranging from proposals to ban amusement machines to proposals to permit only location ownership of gaming devices. A bill to increase the state levy on payouts from 20 to 25 per cent became Chapter 228 in the new state laws. A bill to seal coin boxes of gaming devices until opened by State Tax Commission appeared. Higher fees and increased regulation was the trend in this state.

West Virginia—Bills related chiefly to regulating hours of phono play, also to permit phonos and radio in liquor establishments; bill regulating hours for music became law. A bill to empower cities to impose new taxes appeared. A bill requiring all coin machines to be marked with owner's name and address was considered.

Wisconsin—A bill to amend present statutes in defining vending machine operators seemed to be the only direct coin machine bill.

Thus, operators can get a fairly complete picture of the variety of legislation proposed this year. The pattern in 1949 seemed to follow the general trends in 1947, except that there are more proposals to give cities and counties the power to tax businesses. Also there are more sales and cigarette taxes, and the trend to license gaming devices in the Rocky Mountain area this year was much more pronounced.

Wyoming—Bills to legalize and tax gaming devices, and also a bill to permit gaming devices under local option, were the chief proposals.

BUSINESS REVIEW

(Continued from page 7)

4. Price declines thus far have been orderly, are still under way, and had to come. The real test is yet to come on the unemployment produced by falling prices.

5. Experts had said April and May would be "test months." Nothing serious happened, so now the experts say the last quarter of the year will be the test for 1949, whether a new upward swing will start, or still more recession. Most business leaders expect a normal fall pickup in trade.

6. As in 1948, the year is proving tougher for small firms than for larger enterprises; rate of failures among small firms is increasing. Selling costs will climb fast, to make conditions still tougher for small firms. The flareup in national morale may come on the small business front.

7. There are still some mighty strong supports under the national business picture, and the big government program of public works can be thrown in to bolster still more. Steel, automobiles and construction are said to be the main industrial supports now.

More details will be found in the review of various business reports which follow:

AUTOMOBILES—The strength of this industry in supporting a high business level is almost marvelous. New credit terms will boost the sale of autos; the market is now said to be almost back to normal; used car sales did not show the usual spring pickup.

Die makers, who know first what next car models will be like, say few changes will appear in next year's cars; the 1950 cars will be almost like 1948 and 1949 models, although there is a trend to automatic transmissions; there is some mystery at present about new body styles scheduled to appear in mid-summer.

BANKS — Official word from American Bankers Assn. is that "bankers are optimistic about business for 1949, bankers want end to credit curbs, and bankers do not foresee a depression in the offing." Bankers say they are less worried about the deflation than they were about inflation for the past several years. Bankers see more strong spots in business than weak spots; they say a rise in unemployment and rate of business failures could cause concern. Bankers say the immense volume of savings will be held tighter by the people as recession continues. Business and consumer borrowing continue to decline.

BUSINESS FIRMS—New business incorporations dropped to their lowest level in February, since Sept. 1945; only seven states had increases over January and only six states had gains over Feb. 1948. Growth of new firms since the end of the war has been at the fastest rate in history, with about 1,400,000 new firms since V-J Day, but 1949 seems definitely to have brought a decline in the rate, the first real slowing since 1943.

Business failures are increasing fast, the total in March being 78 per cent above March 1948; five states in the Illinois area reported the greatest increase in failures; the eight states of the Mountain area showed the smallest rate. In March, the big increase in failures occurred among trucking companies, wholesalers of food and farm products, building materials dealers and lumber products manufacturers. The trend shows wholesalers as leading in failures, manufacturing and mining failures next, then contractors, retailers, and service firms in order. A Dun & Bradstreet official says the importance

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of these failures is being stressed too much; there is no alarm in the situation, he says.

CREDIT—The government is now following a policy of relaxing credit. Finance firms are said to be expecting good increases in business.

CONSTRUCTION—The total construction picture showed a slower pickup this spring than last year, but total volume is still higher; industry is putting less money into building, more into equipment. Public construction, accounting for 26 per cent of the total, has made a gain of 39 per cent above a year ago, and much more can be started. Costs of industrial building remains unchanged since last October; leaders say factory building will stay high but it has passed its peak; may be a 15 per cent drop in last half of year. Building costs are beginning to decline very slightly.

CROP REPORTS—They are very important for several months, and up to the present are generally very favorable for bumper crops and lower food prices. Vegetables and wheat have shown biggest price reaction to crop news.

EMPLOYMENT—April and May were to show the crucial trend in employment, and official reports are not available. Presumably, the rise in unemployment was checked in March. Operators of coin machines talk much of signs they have seen of growing unemployment. One of the big financial newspapers recently hinted that unemployment might be more serious than the reports show, since there is no way of really knowing how many people have a living income at present. Purchasing Agents reported a slight improvement in business in April, that payrolls remained about the same, but that shorter hours are generally reported by all firms.

EUROPEAN AID—As this review is written, the Berlin blockade is about to be lifted—really a minor thing but it will have a big psychological effect. Big business now worries much about European aid, fearing that when Europe is revived its goods will compete severely with American goods in world markets. Europe can sell goods cheaper than we can, can run circles around U. S. dollars, just as Russia is now doing with chrome, manganese, etc. Prediction is that European aid will continue, will be increased, but that it all may be changed in 1950.

FARMERS—Experts argue how big a part farmers now play in buying goods; their springtime spending was brisk and helped business. The *Wall Street Journal* pointed out another sharp break in farm prices the last week in April. Prices for farm products had been averaging about 6 per cent above support price.

FREIGHT—The U. S. Supreme Court made another decision on basing point rates, which apparently did not clear up the muddle. New hearings before ICC began May 13 on the railroad plea for 13 per cent increase in freight rates. Total rail freight shipments dropped during first three months of year.

GASOLINE—Price trend, especially in East, has been upward; demand is increasing at a steady rate and the big summer farm and tourist season is now on, no shortage is anticipated. American Automobile Assn. has asked oil companies to explain why of hiked gas prices.

GOVERNMENT MONEY—More than ever, government money is being counted on to halt recession and to start the next boom. Big RFC loans are planned for business and payments to farmers will be hiked. If defense plans don't turn the tide, a big highway program will be counted on to do it.

MATERIALS—Much attention is being given to steel; price trend is downward and there is some fear demand may slack, after many firms rushed to build up stocks when supply improved. Steel companies have feared this drop in demand all along. June is supposed to be a crucial month in steel outlook.

From coin machine manufacturers' standpoint, the big drop in copper prices now being reported will be considered as very favorable. There is some prospect that aluminum prices may also start to decline.

MONEY—Without going into technicalities, money supply is immense and to the buyer the dollar is worth more and more. National income has started declining this year, also wages and salaries. Bank deposits are slightly below a year ago, nearly twice the 1941 average. Money in circulation follows a declining trend, but is three times the 1941 average.

PROFITS—A general summary shows profits for corporations good for the first quarter; outlook for the year is pronounced very good but will not be up to last year.

PRODUCTION—The official report is that industrial output slackened in February, and did not show the usual seasonal rise in March. Purchasing Agents Assn. reports the trend is to level off for the summer, "with a possible pickup by early fall." Among firms that cut production in January, 69 per cent reported higher production in April and 31 per cent made cuts in output during April. Factories report man-hour production improving. For its total membership, the association said 48 per cent reported maintaining output schedules during April, while 19 per cent had increased production rate. This was the largest number to increase output since last October.

PRICES—The price trend is downward on such a wide front that it is not easy to give details. Food prices have shown a reverse trend on the total average, how-

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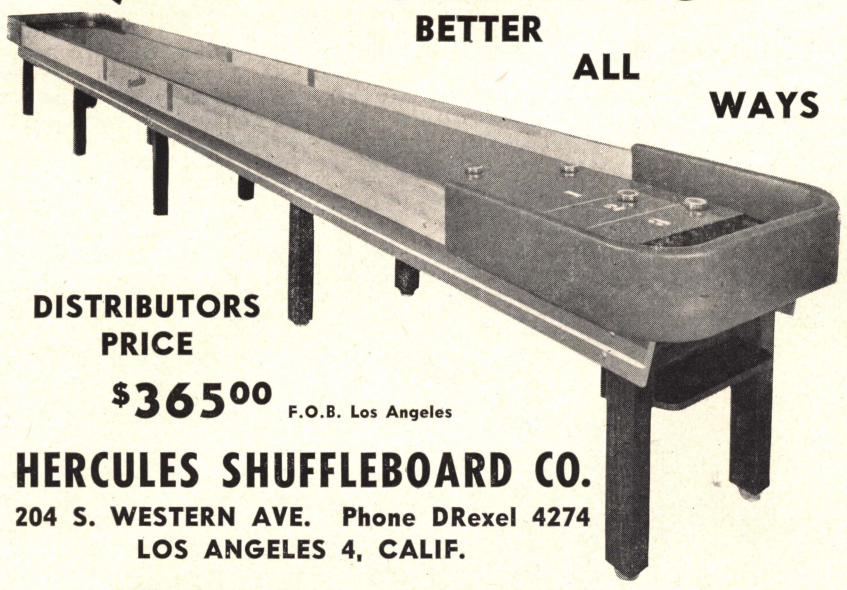

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ever. But the new crop reports are expected to bring sharp declines again. Most leaders seem to think the ideal is to prevent a general price crash. Experts think the general price level will drop about 10 per cent.

RETAIL TRADE—The Easter season didn't increase trade enough to reverse declining trends. Such popular locations as drugstores, eating places, filling stations seem to be holding their own, although some slight declines from last year have occurred. Most other stores have a definite downward trend in sales. One report said March-April trade looked as good as last year in dollars, better in physical volume of goods sold.

SMALL BUSINESS—As mentioned previously, the year is proving hard for small business. It will also cost more to sell goods and this will bear harder on small firms than on large. General business conditions have tended to overshadow the eternal struggle between small and big business, but the year thus far is going definitely in favor of big business. Small business interests are totally unorganized and hence miss many of the stages in the battle. None of the organizations proposing to represent small business have shown any interest in the real problems of small business; they are mostly political tools. Small business needs some leader like Joe Kolodny, who is fighting the real problems for wholesalers.

SURVEYS—The important government survey on what consumers need and want was to have been released in May, but I didn't see any report in time for this review. The census of locations is supposed to be completed by the Census Bureau also, but data is not expected until late in the year.

TAXES—Latest report available at this writing says the House Ways and Means Committee, which must author revenue bills, might begin to draft a final revenue bill by the end of May—"if it should decide to take up a tax bill at all." The prospect of excise tax relief grows hot and then cold, and latest report suggests no excise tax action of consequence at this session. If a general tax bill fails to come up, Congress might rush through some kind of excise tax bill at the last. State tax proposals have been getting the attention while Congress delayed tax action; sales taxes appear to be the new hope for increased revenue, while state income taxes are also favored; several states had proposals to hike gasoline taxes—a tax that affects operators directly. Tax pressure from now on during the year is expected to shift to local and city tax proposals. It is well known that cities want and maybe need much more revenue.

TOURIST TRADE—The big summer season will be on by the time this issue comes from the press. Reports at the time are meager; the auto trade expects a good increase in sales for the summer season, and the oil industry calculates on a decided boost in demand for gasoline; highway locations are also said to be very optimistic. Since shorter work weeks prevail, many more people will have time for travel, but the big question will be how freely people can be expected to spend this summer since they showed a tendency to hold to their money last summer.

"Shufflepin" In Sensational Debut

LOS ANGELES — System Amusement Exchange's new Olympic *Shufflepin*, now in production, is creating a sensation in trade circles.

The 12-foot board, combining bowling and shuffleboard, is completely automatic, including the pin resetting. Pucks are returned to the player, similar to bowling, and the game requires less time than shuffleboard. Field is constructed of the world-famous "Fibre-Loid," which will not warp, dent, or require costly resurfacing. The game will accommodate up to four players at ten cents per player for each 10 frames.

On 15 test locations, *Shufflepin* has averaged $70 to $150 gross per week. The game packs so much appeal that play has steadily increased from week to week.

System Amusement Exchange, one of the Industry's fastest growing firms, recently opened its new St. Louis plant at 1227 Olive Street where it is now producing 80 boards per day.

Laura Alice Makes Dave Gottlieb Grandpa

CHICAGO—A baby girl, Laura Alice, put in an appearance at the Presbyterian hospital here the first week in May—the proud infant of Mr. and Mrs. Alvin Gottlieb.

Busting the buttons on his vest over the arrival of his first grandchild was Dave Gottlieb, president of D. Gottlieb & Co. and former CMI prexy. Alvin is associated with his father as advertising director. Little miss weighed in at seven and a half pounds.

Shuffleboard Publication

ORANGE, N. J.—To promote the game of shuffleboard and keep players informed as to shuffleboard activities the country over, National Shuffleboard Co. has started publication of the *National Shuffleboard News* in rotogravure. 200,000 copies of the first issue were distributed in early May.

A serialized story of the history of shuffleboard, stories and pictures on league and tournament play, information corner, coming events, ladies column and jokes make up the editorial content.

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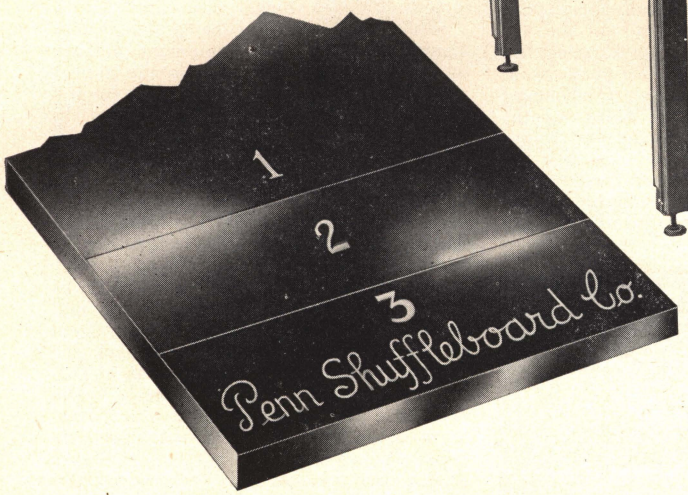

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Tournaments Star In Shuffleboard Sky For Month Of June

by WALTER HURD

The heart of the Midwest will beat to the tune of shuffleboard tournaments during June. In the trade itself, the month may become something like Shuffleboard Month and interest in tournament events centered in the Chicago area will certainly be nation-wide.

While shuffleboard interest within the coin machine trade will be greatly keyed up, one of the major results of the activities and the promotion is expected to be an arousing of public interest that will put modern shuffleboard on a much higher pinnacle as a national sport.

In point of time, an Illinois state tournament sponsored by the Illinois National Shuffleboard Leagues will be held in Springfield, state capital city, June 10 to 12. The very next weekend will bring on the Four-State Standard Shuffleboard Championship Tournament, sponsored by the Standard Shuffleboard Congress of America, and to be held in the Coliseum, Chicago, June 16 to 19.

It will be noted that key words, National and Standard, appear prominently in the plans and promotions of these and other similar tournaments. As is well known in the trade, backer of the Standard Shuffleboard Congress of America is the Standard Shuffleboard League which approves and offers Standard brand equipment, made by Rock-Ola Manufacturing Corp. of Chicago.

And back of the Illinois National Shuffleboard League and other leagues using the word National is National Shuffleboard Co. of Orange, N. J. National also sponsors the U. S. Shuffleboard Congress.

The National and Standard boards are well known to all who have followed the expansion of the business. Currently, National is featuring its *National 49er Gold Nugget* shuffleboard and Standard is featuring its new *Standard Electric Scoreboard* along with Standard shuffleboards.

While operators who have already invested in shuffleboards, and those who plan to invest in them, will be deeply interested in all the details of the *How* of planning and promoting tournaments and leagues for players, it is important to stress the general benefits that will result from these outstanding tournaments and also others to follow. As to details, operators will find that National and Standard and also other firms have developed a shuffleboard literature that is being added to regularly, and some of the firms have staff experts who can help plan any kind of special event for boosting local, regional and state play.

There is such a thing as shuffleboard morale that is highly important to all who have money invested in shuffleboard, and morale building must be kept on the upgrade all the while that the manufacture, sale and placing of boards also goes ahead.

In the earlier boosts for shuffleboard published in this magazine many months ago, one of the most important things pointed out about the new game was the fact that here is an amusement device which lends itself to advertising and promotion with all the methods and mediums known in the modern business world. Radio has already been used and will be used even more. Newspaper publicity has been obtained and, as the game becomes more popular, news will also be created.

Operators who invest in shuffleboard will understand how amusement devices long popular in the trade have not been easy to advertise to the public, and in many cases it has been necessary to shun publicity. But shuffleboard has the important difference that it can be publicised, and the business will gain all the more by any and all such publicity.

Shuffleboard has brought forth something that manufacturers can not only make and sell but also help those who buy the boards to promote business. Manufacturers will thus be more directly interested in what operators can and will do with the boards and devices made by them. There will always be the sense in which a manufacturer must attend to his manufacturing first, and make the best possible product for the price he asks, but the shuffleboard business is starting off with something much bigger and different.

Shuffleboard trade is being built with manufacturers of the equipment helping to sell the shuffleboard idea to the public.

It is the effectiveness of the coming National and Standard tournaments in arousing greater public interest that will be of most concern to all in the shuffleboard business. It is the fact that great benefits are possible which should lead everybody in the business to wish for the tournaments and all others that follow the greatest of success.

It is anticipated that interest will be so great in these Midwest tournaments that operators and distributors will come from all parts of the country to observe the management of such public affairs. This is something new in the operator's world. Here is a new development in which operators come from all parts, not merely to see a display of games, but to watch how people play them and also how people can be induced to play them all the more. Such events are likely to give operators a new idea of the playing public and of how to cater to them in placing modern amusement devices.

The sponsors of these tournaments will naturally want to cater to the leagues, teams and players that really make up the tournament. But there will be a place for operators and distributors also, and here is something that they should see, if possible. Here is something the trade should boost in the spirit of loyalty and cooperation.

The National Meet

The general plan for the Illinois National tournament at Springfield is to offer $1,200 in various trophies and prizes to winners in the 3-day affair, and also to fete the winners at a dinner at the end of the tournament. The manufacturer will furnish the equipment to be used and has announced that the play will be according to rules set up by the U. S. Shuffleboard Congress.

One of the new National 49er boards will be awarded to the location that has the winning team in the contest. Cash

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prizes announced include $500 for the winning team, $250 for the second place team, $150 for the third, $100 for the fourth, and also $50 for teams in the fifth to eighth places. There will be trophies and plaques also.

A good preliminary buildup for the Illinois tournament was staged by National in the form of a 10-week schedule of league and team contests in Chicago, ending late in April. The program was sponsored by the National Shuffleboard Co. of Chicago and about $1,700 was awarded in prizes to teams and individuals. The firm's director of league activities, Pete Rozgus, guided in the general arrangements and will also guide the state tournament plans and program. He says the state meet will be something worth seeing.

One of the things he said had been learned in tournaments was that individual prizes are important, as well as prizes for winning teams. The reason is that teams which fall behind early in a tournament would get discouraged and probably drop out, unless there is still hope of award for individual players. This keeps doubles pairs in the game to the finish.

National has been very active in a wide area around Chicago in promoting league and tournament play and all this will help to build up the state meet. Even the smaller cities have shown great interest in contests, and holding the state tournament at Springfield gets away from the big city and will give greater encouragement to leagues and teams in smaller centers.

The Standard Meet

The Standard Shuffleboard Congress has announced its four-state tournament for June 16 to 19, and to be held at the immense Coliseum in Chicago. The states that will be represented are Illinois, Indiana, Michigan and Wisconsin. This is the biggest territory to be represented in a shuffleboard tournament thus far in the trade's expansion, and thus shuffleboard history will be made. Final deadline for entries was set for May 27.

The prizes to be awarded in this tournament indicate its magnitude, reaching a total of $15,000 in cash awards. The prizes include $5,000 for men's teams, $2,100 in men's doubles, and $2,500 for men's singles. For women's teams, $2,500; women's doubles, $1,050, and women's singles $1,250. There will also be appropriate trophies to award all skill.

Sponsors of the big event proudly say it will be the biggest thing yet in shuffleboard history. All that good planning, money and talent can do is being put into making it an assured success. Dean E. Douglass, executive secretary of the Congress, says this will really be a beginning of sky-rocketing shuffleboard into a national sport. He said his organization has been formed to function as an over-all agency "to promote and standardize the playing of Standard Table Shuffleboard throughout the country."

The four-state tournament is the first big step on its permanent program and extensive study and research has been given to the standardization of playing and scoring, the selection of playing equipment, and to the organization of tournaments and leagues. All of the information and ideas gained in such wide planning and work is available to Standard Shuffleboard players, leagues, etc. The Congress is actively working to organize city, state and national championship tournaments and important announcements will be made from time to time.

At the Coliseum, 48 playfields will be used in the contests which will include 100 teams, 128 doubles and 256 singles in the men's division, and 50 teams, 64 doubles and 128 singles in the women's division.

Standard has been very active for many months in the Chicago area in organizing and conducting leagues, teams and contests in shuffleboard, probably the most complete job of planning and organizing in an amusement field ever staged in this city. Aid has been given all along by officials of the Rock-Ola Manufacturing Corp. The promotional plans for the big tournament have been a credit to the men who have made them.

Standard has already used radio and other publicity mediums, paid newspaper space and also news in the sports pages. The nationally known public relations firm of Howard G. Mayer & Associates has been employed to direct the publicity and one of the first steps was to entertain the radio and press at a special conference.

In promoting attendance and entry of teams at the tournament, state organizations, leagues and workers have been put into action in each of the four states that will be represented by teams. Reports have shown a growing interest and shuffleboard is being widely advertised and boosted in all territories.

These are big things and they come at a time of year when the trade can well use such boosting. The timing of the tournaments will also capitalize on the vacation season and may prove to be an innovation. While these tournaments will be in the spotlight during June, at the same time shuffleboard is spreading over the country and local plans for boosting play is going right ahead. The sale of scoreboards for coin operation also continues to make gains and is spreading fast into new territories.

As such big tournament plans transpire, the radio and newspaper publicity that results will be the point to watch, will suggest the future possibilities for shuffleboard, will build up much wider interest among the people.

"Mini-Pool" Proving Big Money-Maker

SAN DIEGO, Calif.—On test location since March, *Mini-Pool*, a fascinating new coin-operated game, is proving a big money-maker with practically no operating cost. Some locations in this area have averaged over $100 in weekly grosses, Sales Manager Dave Snyder reports.

E. P. Baker, general manager of Mini-Pool Co., announces that production is now under way in one of San Diego's outstanding plants.

"*Mini-Pool* is the game operators have been needing to boost their location grosses," Snyder told THE REVIEW. "Not only does it have tremendous play appeal, but it requires only 3 by 6 feet of floor space and can fit in any corner because all play is from the front end of the game. The mechanism has been proved trouble-free, and inasmuch as no electricity is needed, it can be placed anywhere in a location without concern over electrical outlets."

Mini-Pool is beautifully finished in walnut, mahogany and blonde, and a super-glazed finish has been applied. Legs are of highly polished metal.

Southland Distributing Co. are the distributors for the Los Angeles area.

June 26-28 Chosen for 1950 Show

CHICAGO—The 1950 CMI coin machine show will be held at the Stevens Hotel June 26, 27 and 28th, it has been announced by Harry Williams, president of Coin Machine Institute.

Summer date was selected after more than 10,000 coinmen expressed their preference in a recent poll. The 1950 show will be devoted only to music, vending and service machines and amusement games. This means that manufacturers of certain types of machines and games will not be qualified to exhibit as in the past.

Laymon Says 1949 Critical Year in Machine Selection

LOS ANGELES—"If nothing more can be said to the credit of 1949 when the year is over, it must be admitted that it was the year in which operators picked only machines that represented sound values." So declared Paul A. Laymon, local distributor, before entraining for a visit to the coin machine capitol in Chicago on May 17th.

"Only machines that have definite player appeal, assure consistent earnings, and are priced properly are the machines which are being sold in any quantity today. Take, for example, Bally's Citation. We've had an exceptionally fine sale on the game for it met every one of today's exacting demands.

"Same holds true of Quizzer and Recordio. The new 1949 Quizzer is priced right, has plenty of flash and appeal, gives a variety of questions to maintain interest in any one location, and can be rejuvenated when necessary by the installation of a new 6,000-question reel. Operators have made important tests on Quizzer in various types of spots and the machine comes through one hundred per cent.

"On Recordio the same holds true. A new low price has been established on the unit which makes it a still more desirable machine for the operator. All in all, it's a machine that will keep on earning for years and years."

NCMDA Makes Appointments

CHICAGO—National Coin Machine Distributors Assn. has appointed S. I. Neiman to direct a new long-range promotion and public relations program and Lewis Bennett, as legal counsel and advisor. Twenty-three distributors comprise the group which is now 9 months old.

Cosgrove Makes Whirlwind Distrib. Trip for Penn

WEST CHESTER, Pa. — Paul J. Cosgrove, president of Cosgrove Industries, Inc., manufacturers of Penn Black Beauty Shuffleboards, is back home after a whirlwind tour of the Black Beauty distributors west of the Mississippi.

While away Cosgrove called on M. L. T. General Supply Co. in Fort Worth; W. C. Copp in Corpus Christi; V. Rutherford in Tulsa; Carrol Distributing in Salt Lake City; Capital Music in Helena and Hastings Distributing in Milwaukee as well as distributors in Dallas, Los Angeles, San Francisco, Portland and Spokane.

All had a happy report of "business a-poppin'" and the Penn plant is happily putting on extra help as the result of Cosgrove's trip.

"Moderne" Custom-Made Shuffleboard Rates High

LOS ANGELES—"America's Most Beautiful Shuffleboard" is the reputation being achieved by Pacific Shuffleboard's famous *Moderne* deluxe custom-made board.

"Operators have a choice of red, brown, green, cream, or blue in any combination for both legs and ends," says R. E. Smith, head of the firm. "This enables the operator to buy a custom-made board especially suited to the color scheme of any location at no additional cost."

Moderne has a multi-processed, eye-arresting green masonite play field. The board is sturdily built so as not to warp or twist out of shape.

"The *Moderne* is an ultra-modern board, unequalled for durability and smoothness, yet costs no more than the ordinary shuffleboard," Smith added.

Minthorne Named Distrib For "Target Master"

LOS ANGELES—Minthorne Music Co. has been named exclusive distributor of the *Target Master* ray gun in Southern California, Southern Nevada, and Arizona.

"*Target Master* is the last word in ray gun games," Minthorne said. "It utilizes a fool-proof combination of electronic circuits and optical assemblies designed for signaling purposes during the last war."

Minthorne points out that the gun is a faithful reproduction of the famous Army 45 automatic pistol in shape, size, and balance, and is accurate to 1/1000 of an inch. "This alone," he says, "creates tremendous appeal for 15 million American war veterans."

In naming *Target Master* the greatest skill game of them all, Minthorne added that it is easy to install (takes only five minutes), and because of its compact size, it can fit into locations lacking space for a larger game.

Chemist Reports: "... Tests showed Wax-Ola less abrasive than ... competitive brands ... (and) to be a superior Shuffleboard Wax in all respects ..."

THE FINEST POWDERED WAX FOR SHUFFLEBOARDS ON THE MARKET

Regent Chemical Prods.
4238 Pimlico Road
Baltimore 15, Md.

September 8, 1948

Waxola Chemical Co.
510 Franklin Ave.
Nutley, N. J.

Gentlemen:

This is to advise you of our findings as a result of abrasive tests conducted with your powdered shuffleboard wax, Wax-Ola, in comparison with five other leading brands of similar products.
Our tests showed conclusively that Wax-Ola is considerably less abrasive than two of the competitive brands; the other three brands and Wax-Ola were very close, with Wax-Ola testing just a trifle less abrasive if anything.

Wax-Ola, in laving properties, speed and stability under varying weather conditions, showed marked superiority to the other tested brands.

A poll of preference among top tournament and league shuffleboard players showed approximately 93% favoring Wax-Ola over any other powdered shuffleboard wax used.

In summary, our tests and observations show Wax-Ola to be a superior Shuffleboard Wax in all respects with a minimum of unfavorable effects on the Shuffleboard.

Very truly yours,
S. P. LAZARUS,
Chief Chemist, Regent Chemical Products.

SOME DISTRIBUTORSHIPS AVAILABLE; WRITE FOR INFORMATION

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510 FRANKLIN AVE. **Telephone Nutley 2-4084** **NUTLEY, N. J.**

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We also manufacture Shuffleboard Paste Wax, Shuffleboard Cleaner, Shuffleboard Covers and other allied products

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It's Armored!

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BRAND NEW!

The 49er National Shuffleboard is born to bring in more profits for operators . . . The most modern cash-play-appealing shuffleboard you will ever see . . . For BIG MONEY . . . now is the time to operate National Shuffleboards . . .

$50.00 to $100.00 per week from *EACH* board is the "CASH TAKE" of thousands of operators.

OPERATORS

Thar's GOLD NUGGETS for you IN THE 49er.

Dig 'em out by sending this coupon today.

National Shuffleboard Co.
Dept. A6 Orange, N. J.

Please send details.
I am operating in

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NATIONAL SHUFFLEBOARD CO.

ORANGE NEW JERSEY

THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER

Bill Ryan On Job As Jennings Mgr.

CHICAGO—W. J. (Bill) Ryan became vice-president and general manager of O. D. Jennings & Co. here as of May 2, having recently resigned a similiar position with J. H. Keeney & Co., also a pioneer manufacturing firm here. Following the death of Jack Keeney, Ryan had become head of the firm.

Ryan thus returns to a firm with which he had been associated from 1915 to 1939, having joined the Keeney organization in the latter year. A veteran himself in coin machine ranks, Ryan is widely known as one of the leaders in the trade and an executive of ability.

As reported in our last issue, the Keeney firm has changed ownership and the new management says there will be no change in its policies and program. Ryan will engineer a big program for the Jennings firm, assisted by a capable staff in the organization.

Hoagland New Mills V. P. and Sales Mgr.

CHICAGO—A. E. Treganza, executive vice president of Mills Industries, Inc., announces the appointment of Robert A. Hoagland as vice president and general sales manager for all divisions of the company.

Hoagland comes to Mills from an executive capacity with the Jefferson Electric Co., Bellwood, Ill.

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WASHINGTON D. C.

Real Census

Enumerators are now engaged in collecting statistics for the business census which will cover 1948 business. The results, which will be available late this year or in early 1950, will provide the most complete coverage of the Coin Machine Industry in Census Bureau history. The business census should not be confused with the manufacturers census, which, for the Industry, was confined to the makers of coin-operated equipment. The current census is concerned with the operator.

Five separate categories have been set up by Census Bureau to cover the operating establishments. They are:

1. Establishments primarily engaged in maintaining and renting machines to other businesses.

2. Establishments primarily engaged in retailing merchandise through machines located in other establishments.

3. Establishments primarily engaged in operating amusement devices located in other places. According to Census, this includes "pin ball machines, bell machines, games of chance and skill, etc."

4. Establishments primarily engaged in operating service machines located in other establishments—"e.g., firms operating washing machines in apartments, lockers, weighing machines, etc."

5. Establishments primarily engaged in operating machines on own premises for use of public—"e.g., penny arcades, self-service laundries, etc."

When the results of the census are announced, the Industry will have a comprehensive view of coin machine operations in 1948. Included will be net and gross receipts, number of new businesses, expenses, and the like. No report will be made on "illegal operations." Census enumerators have been told to ignore receipts from bell machines in localities where they are forbidden by law.

In an attempt to get new social security legislation passed this session, the Administration is no longer trying to get an immediate large boost in the percentage of employee-employer contributions, but it is still insisting on broadened coverage. The original idea was to have the rate go up to 2 per cent on both the worker and employer by the first of the year, but this advance now appears to be discarded. Most likely increase is to one and one-half.

If the social security bill goes through as scheduled, self-employed persons will come under the Social Security Act for the first time. This means that a number of coin machine operators would have to start paying social security taxes on their own incomes. Under the bill as written, self-employed individuals would pay a rate of 2¼ per cent on the first $4,800 of their earnings. This may be revised either up or down when the bill reaches the floor, probably in late June or early July. It is, of course, not at all certain that the measure will be passed this session of Congress, despite the efforts of Administration leaders.

One mark of distinction of an industry is the attention it receives in publications outside of its own field. In this respect, the Coin Machine Industry has been doing very well. In a recent issue of *Sales Management*, the trade publication for sales executives, a lengthy article was devoted to the coffee vendor. Entitled "A Coin in the Slot Gets You a Cup of Coffee," the article describes the rise of the Rudd-Melikian Co., Philadelphia. According to the story, the firm was started by a couple of former GI's who managed to secure enough backers to raise $75,000 to start the firm in 1946. Last year, the firm grossed $3,000,000 and expects to take in $8,000,000 during 1949.

April Revenue Up

The Bureau of Internal Revenue reported recently that receipts from the coin machine levy in April topped those of the same month last year, marking the third straight month to show such an increase. Receipts amounted to $229,893 as compared with $206,676 in April, 1948.

Cumulative total for the first ten months of the current fiscal year was $18,298,342. This represents an increase of $1,417,514 over collections for the same period during the 1948 fiscal year.

A recent victory for Federal Trade Commission in the Chicago Circuit Court of Appeals may have wide repercussions among coin machine suppliers, especially candy manufacturers. The case was a test of a new price discrimination wrinkle developed by FTC. Up until the court decided against Standard Oil Co. of Indiana, the theory had been that a good defense against FTC charges of price discrimination was that differentials were made "in good faith to meet competition." The court, however, refused to admit that defense and backed FTC.

As the law now stands—and it will re-

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Full line of used phonographs, hideaways, mirror cabinets, parts and accessories.

SHUFFLE-BOARD
All sizes shuffleboards and supplies. Both double and single faced electric scoreboards.

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For both home and commercial installations. All makes and models available.

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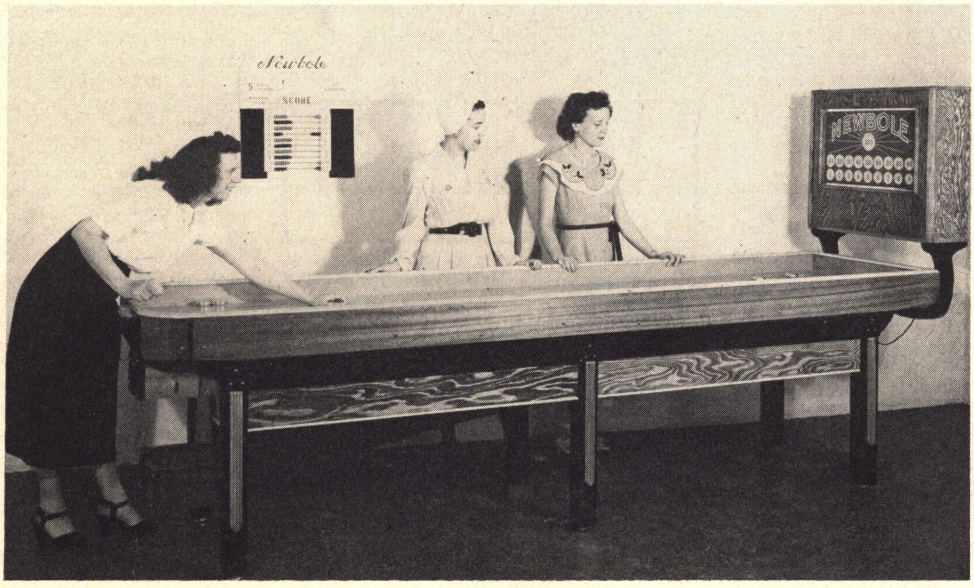

IRRESISTIBLE PLAY APPEAL! **SIMPLE OPERATION!**

UNEQUALLED AS A MONEY MAKER!

(Potential Earning—$3.60 per Hour)

CHECK THESE PROFIT-PULLING FEATURES

The Newbole Glamour Table is a scientific skill game—legal everywhere . . . Tested and Proved on location for four months . . . 5c per game, allowing one to six players to participate . . . Ultra-modern in appearance and design—fits into the highest type locations . . . Play field is kiln-dried magnolia—won't warp or crown . . . Rails are Philippine mahogany—finest wood available . . . Highly polished Dural metal pucks . . . Size: 10 ft. long, 32 in. wide and 34 in. to rail.

OPERATOR'S PRICE

$ 220.00 COMPLETE WITH MANUAL SCOREBOARD

320.00 COMPLETE WITH ELECTRIC SCOREBOARD

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main unless upset by the Supreme Court—this particular defense may be used only when FTC presents its preliminary charges showing only the existence of a differential. FTC can accept the defense, or it can find that the differential is injuring or may injure some classes of customers. Then the practice may be enjoined by FTC, and the agency will be upheld. The only court defense against a charge by FTC that a differential represents a discrimination is the defense that the differential is justified by the lower cost of doing business with the favored customer.

FTC's court win is seen likely to disarrange defense plans of many of the 30-odd candy makers now under price discrimination citations by the agency. In their answers to original FTC complaints, nearly all brought up the defense that they only made price and service differentials in order to meet the policy of competitors.

* * *

November 1 is the date set for enforcement of local ordinance requiring the licensing and inspection of vending machines. The law has been in effect for more than a decade but was only recently brought up in connection with the installation of hot coffee vendors. Candy and other wrapped and bottled products will not be affected, but licenses and inspection will be required for such vended commodities as milk, soft drinks and coffee when used in a cup dispenser.

Production of soft drinks exceeded a billion cases for the first time in history last year, according to a recent estimate by the American Bottlers of Carbonated Beverages. The 1948 estimate was 1,018,000,000 cases, an increase of a little more than 10 per cent over 1947.

Cabaret Tax Case

The Bureau of Internal Revenue is again warning locations that if they permit dancing to an automatic phono, they will be soaked with 20 per cent cabaret tax. In a recent issue of its bi-weekly tax bulletin, the agency cited a 1948 case in a lower court in which it won a decision from a tavern that protested that it was not liable for the levy because the operator rather than the tavern furnished the music. The dictum is now firmly established that dancing to a phono puts the 20 per cent tax in effect—and on the location, not the operator.

Dollar sales by candy manufacturers continued to run behind last year in March, the Department of Commerce said in its latest monthly candy report. Sales were 14 per cent below March, 1948, although they were up 7 per cent from February. Despite an average drop of almost four cents a pound, dollar and poundage sales sagged sharply for candy bars. March sales were 73,254,000 pounds with a wholesale value of $28,212,000 as compared with 81,287,000 worth $34,237,000 in March of last year. Sales of all types of candy were off, with bulk goods showing the least decline.

Prospects are bright for the legalization of bell machines in the near-by Maryland counties of Calvert and Prince George. Governor Lane recently signed a bill calling for a summer referendum to determine whether they are to be legalized. Previous votes for other counties have found the bells winning by a large majority.

Los Angeles

In a recent letter to music operators in this territory, Southland Distributing Co.—exclusive Wurlitzer distributors—were outspoken in endorsing closer cooperation between distributors and operators for their mutual benefit.

"We recognize that the operators' problems are our problems," Al Mendez stated, "and that operators' success means our success. We are not operators, nor do we approve the sale of phonographs direct to locations; our business is strictly with the operator."

Norman Rothschild added that Southland would consider it a favor if operators would come in personally any time they have doubts as to the company's policies and talk it over with them.

M. H. Stearns of Marysville is all set for the mushrooming cannery trade and the peak months (June to December) of coin operation in the "Peach Bowl of the World," when 20,000 pickers, canners and thinners will swell the payrolls. Stearns operates 300 pieces of equipment.

Horace Rutherford, formerly a bulk vending operator and now attendance supervisor with the L. A. city schools, is operating a small string of phonographs as a sideline. Top service to the location and top service to his machines are the reasons why gross has been increasing every week, Horace says.

An all-woman assembly line is pouring out those *Acorn* vendors in the Oak Mfg. plant in Culver City. Reading from chute to hopper we find Nola Danley, Marge Probasco, Virginia Stallings, Ann Herring, and Gladys Wiley.

"Admiral" William E. Happel, properly hypoed with tetanus, yellow fever, and small pox shots, left for San Diego on May 14 to undergo two weeks of training in the Navy's instructor course.

Fastest growing discery in the West is Crystalette, who have built up 21 distributors in three weeks' time. Goon Bones' *Sheik of Araby* is proving a sensation and has forced the waxery to step up production.

In response to many inquiries, that lovely chickadee draped over the Sunset Electro Score scoreboard is Audrey Green, Long Beach model and winner of a number of "Queen" contests.

Frank Butterfield has succeeded Solly Solomon at E. T. Mape's while Solly is now sales director at J. Peskin Distributing Co. . . . Heart trouble claimed E. L. Willard, veteran Paso Robles operator . . . Chi Coin's Phil Robinson was one of the mainstays of the two-day Boy Scout Jamboree at Gilmore Stadium as a member of the Sea Scout Committee . . . Phil White of White's Amusement Service in Bell, has purchased Marvin Jones' route . . . New operator to the coin ranks is Ray Kirby of San Bernardino, who is off to a nice start operating Bonanza's hot popcorn vendor, the *Nugget*.

Row-shoppers during the month included Manuel Travino, Oxnard; Bill Shorey, San Bernardino; Chris Torez, Westmoreland; Bert Hammond, Santa Ana; Bill Sparrow, Santa Barbara; Oscar Tetzlaff, Banning; and Jack Strong and W. Patterson, L. A.

Fred Gaunt did a nice job holding down the Pico Street fort while Boss Budd Parr was checking Olympic's St. Louis plant . . . George Bucknam of San Diego Music Co. has been appointed Western Shuffleboard distrib for his rea . . . Matt Pratt of Allied Phonograph Service is sporting a new Polaroid Land Camera, which takes pictures and develops them in one minute right in the camera . . . After an absence of 14 years, Jim Rowe, ex-digger machine operator, is contemplating returning to the coin field in San Diego. He plans to go into cigarette vending.

Veteran music operator A. L. (Tex)

100% LEGAL

New 1949

QUIZZER

Get the facts on the consistent earnings possible on this unusual device. Thousands of locations are available. Variety of questions — 6,000 in all — maintains interest indefinitely; keeps profits up! Film sold —NOT rented. New question series available as needed. Come in today!

AMUSEMENT OR FREE PLAY **$385**

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WRITE for new low price on 1948 Model!!!

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SLOT MACHINE SPECIALIST

Expert Repair Work

PAYOUT and PERCENTAGE ADJUSTMENTS

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AMERICA'S MOST BEAUTIFUL CUSTOM MADE SHUFFLEBOARD

With

- **Perma-Life Green Playfield. Multi-processed Masonite die stock. Unequalled for durability and smoothness.**
- **Sturdy, solid construction throughout.**
- **Choice of Blue, Green, Red, Brown, or Cream on legs and upholstering.**

Moderne DeLuxe

PACIFIC SHUFFLEBOARD CO.

8428 Melrose Ave. Phone WHitney 4992 Los Angeles 46, Calif.

Miller of Blythe expects cash boxes to jingle now that the vegetable trucking season is beginning to roll. Tex operates an alfalfa ranch along with his music.

Jack Eyman, an old-timer in the phonograph business, has joined the city sales staff of Southland Distributing Co. . . . Graham Clapp, junior partner in R. B. Clapp Co., kissed his bachelorhood days goodbye and his bride hello when he married the former Juanita Kirkpatrick of Pasadena . . . Bulk Operator Pete Englehart participated in the Newport-Ensenada sail-boat race but has closed the Coin Curtain as to how he finished . . . Two former real estate brokers, A. E. Taylor and R. S. Hall, are now Bonanza popcorn machine operators in San Diego.

Once-Overs at Operators Vending Machine Supply—After Partner Sam Weitzman golfed an 81, there was talk of his getting into pro circles. Quipped Sam: "I am in their circle, all right, watching 'em—but not playing with 'em" . . . The firm now has five sizes of ball gum; take your pick, men: 100 count, 120, 140, 170 and 210 . . . Sid Bloom and the gang played a hunch on May 11—and it paid off $4.20. A horse named "Peanut Vendor" was running at Jamaica — so they plunged — and came out dripping greenbacks.

Introduce Sensational New Money-Making Game

LOS ANGELES — By combining the play appealing features of shuffleboard, roll-down and table pool in one game, Phillips & Katzaroff Co. have come up with a sensational new money-maker, the *Newbole Glamour Table.*

Walter M. Phillips, partner in the firm, said: "Here is the game operators have been waiting for. It's new and definitely different from any other amusement game ever built. Not only will this new game reward the operator handsomely for a very small investment, but its streamlined features and excellent color scheme will fit in with the finest locations."

The *Newbole Glamour Table* has been tested and proved on location for four months. It has a fool-proof mechanism and servicing is practically nil. Operating on five cent play, it permits one to six players to participate.

Peter G. Katzaroff points out the superior construction of the table. "Play field is kiln-dried magnolia and will not warp or crown. The rails are Philippine mahogany. Legs, constructed of Douglass Fir, are enameled a glossy black, with gold-gilded mounting in the center of each leg. On the inside of the rail, surrounding the top, is pure India rubber cushion."

Test locations brought forth the consistency of the game's earning powers and the fact that it appeals to both young and old.

The game comes complete with either manual or electric scoreboard.

Production is now going forward and distributors are being appointed throughout the country.

NEW MACHINES...

Manufacturers are requested to send announcements of all new machines and products to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

ARCTIC VENDOR SALES CO., Appleton, Wis.—New model of its ice cream bar vendor; 151 bar capacity, with 100 bar storage rack; loads from top, activated mechanism; coin changer and entirely automatic operation; will vend ice cream sandwiches, same capacity.

Availability: Reported in production now.

BASTIAN-BLESSING CO., 4201 W. Peterson Ave., Chicago 30, Ill.—New cup type vendor offering two flavors; capacity 600 cups, said not to have relays, solenoids nor timers in the electrical hookup; firm does not plan to make vendor but will let manufacturing rights.

PAUL BOIZELLE CORP., Rockville, Md. — Introduced at the recent five-state convention in Minneapolis, a table game called 52; uses cue sticks and five wooden balls; maker says six very interesting games, including 52, poker, 21, low-ball, etc. 52 scoring holes in board and has backboard. Either nickel or dime play; cabinet 58 by 27 inches.

Availability: Reported in production now.

CHAMBLES SHUFFLEBOARD MANUFACTURING CO., El Campo, Texas.—Three models of shuffleboard tables in various lengths from 16 to 24 ft. playing fields; variety offered in playing fields also, of maple, formica, etc. Firm will also make an electric scoreboard.

Availability: Reported in production now.

CHICAGO COIN MACHINE CO., 1725 Diversey Blvd., Chicago 14, Ill.—New 5-ball game called *Super Hockey;* offers features of hockey game, and four ways to win replays; field has two goals and player scores by striking balls at the goalie nets. Firm is introducing new idea in back glass, installed in picture frame setting.

Availability: Reported in production now.

FEDERAL TELEVISION CORP., 137 Duane St., New York, N. Y.—New television set for coin operation, recommended for taverns, hotels, etc. Has 12½ screen, three control knobs; tube always remains lit during hours when coins may be deposited, so that picture appears as soon as coin is deposited; firm developed its own timer and coin mechanism; suggested five minutes play for five cents, with possibility of accumulating 24 time units; cabinet 23 inches wide, 17 inches high, and 20 inches deep; firm makes home sets also and will make a larger screen for coin operation.

Availability: Reported in production now.

FUTURAMIC MACHINES, Inc., 20 East 35th St., New York 16, N. Y.—New hot coffee vendor, called *Koffee King;* employs a liquid coffee concentrate, said to deliver in seven seconds; capacity 1,000 cups. List price, $695.

Availability: Reported in production now.

GENCO, Inc., 2621 N. Ashland Ave., Chicago 14, Ill.—Coin-operated scoreboard for various makes of shuffleboards; recommended for dime play, point or frame scoring; has special indicator visible to location owner or manager; adjustable features

TROJAN

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which accommodate new play ideas.

Availability: Reported in production now.

MARVEL MANUFACTURING CO., 2847 W. Fullerton Ave., Chicago 47, Ill.—Two new scoreboards for shuffleboard added to regular line; one model designed for placing over middle or playfield; coin box capacity $170 in dimes. Other model is stand type, with one scoring face, holds $200 in dimes. Both models are adjustable to various forms of play.

Availability: Reported in production now.

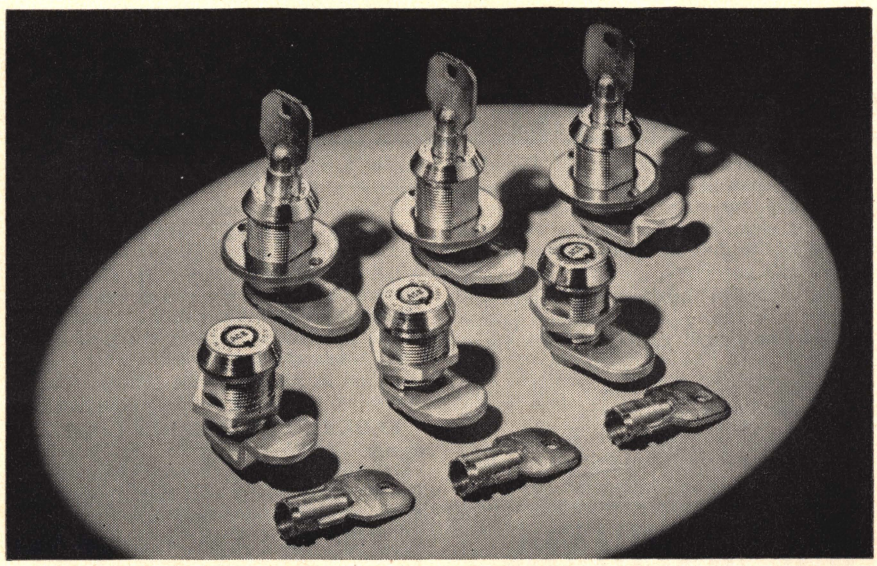
SHUFFLEBOARD SPECIALISTS, 1114 S. Michigan Ave., Chicago 5, Ill.—New deluxe model shuffleboard, available in 11 to 22 ft. lengths; maple wood tops, also Masonite or formica; wood legs and hand-rubbed cabinet.

Availability: Reported in production now.

SILVER KING CORP., 622 Diversey Parkway, Chicago 14, Ill.—New candy bar vendor, capacity 100 bars, non-selective, endless chain delivery; cabinet 30 in. high, 7 in. deep and 7 in. wide; nickel operation. Firm also offers a vendor for nickel packs of Kleenex; loads two columns each holding 50 packs, gravity delivery. National slug rejectors on each machine.

VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.—New model of *Topper* bulk vendor; improved features of the original model, vends combination of ball gum and charms; vends various kinds of bulk merchandise; globes can be cleaned and refilled at shop and installed on location; base is combination cash box and wall bracket; chrome trimmed, finished in red and black enamel; penny operation only.

Availability: Reported in production now.



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Add 'em up and you'll see why it's wise not to risk dollars just to save pennies on your equipment locks. So next time you order, be sure to get Chicago ACE Locks. Sizes and styles to fit practically all machines. Meantime, write for Folder MR. No obligation.

BETTER BUILT—INSIDE AND OUT

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"Select-O-Matic 100" Sales Zoom at Minthorne Music

LOS ANGELES—Demand for Seeburg's *Select-O-Matic 100* has reached such a high point that Minthorne Music Co., exclusive distributor for Southern California and Arizona, was completely sold out on May 21 and was awaiting a new shipment due in several days.

Among recent purchasers of *Select-O-Matic 100* were E. T. Simonson of San Joaquin Music Co., who purchased ten, as well as Schafer Amusement in Bakersfield.

Dolores Minthorne's many friends in the Industry are happy to hear that she's fully recovered from her past illness and is now back in the office.

Schetter Named V. P. of Frada

SPRINGFIELD, Mass.—Bill Schetter, veteran coinman, has been named vice-president of the Frada Corp., and will represent the firm in the 11 western states. Frada's first game is the *Target Master*, a ray pistol. Schetter is now appointing distributors in his territory.

Wants Timing Devices

To the Editor: Although I have a copy of your 1948 SOURCE BOOK, I would appreciate it if you could give me the information I seek more in detail.

I am desirous of purchasing a timer for Bendix washers, and I am wondering if you could narrow down the field from the list of firms you show under your section, "Timing Devices," to give me the firm that would manufacture this equipment solely for Bendix washers.

Due to import restrictions, with which I am unfamiliar, I would appreciate the favor, if you could inform me of any Canadian company which may manufacture this equipment. I have already written the American Time Corp. as listed in your source book.

Thanking you for any help you may give, I will appreciate a speedy reply.

—L. P., Ottawa, Ont.

We regret being unable to furnish our Canadian reader with information of a firm, or firms, in Canada that may make the kind of timing devices he desires. In the case of such a special need, we refer the reader to Telecoin Corp., which has general distribution on the Bendix washers for coin operation.

It is encouraging that coinmen in Canada use the SOURCE BOOK, and people here and in Canada are hoping how soon the money situation will be such that all restrictions on trade can be lifted.

Waterloo Coin Operators Formed

WATERLOO, Iowa—The Waterloo Coin Operators, a local chapter of the Automatic Music Operators Association of Iowa, has been formed here, with Russell Pelkey president and Jay Hileman, secretary-treasurer. Norman Barr is publicity chairman.

BELL-O-MATIC · Chicago 39

AUTOMATIC MUSIC

PLAN BETTER MUSIC

Music operators began last year to tackle their problems with vigor, and in many areas organized effort began to shape a lot of constructive programs. April of this year gave concrete proof of what these organizations can and will do, when so many of them held important meetings.

There is more optimism in music circles, whether it is expressed in the energetic way in which operators tackle their own problems or in the renewed activity in manufacturing circles.

A good start has already been made and it must be considered practical and possible to make this a good music year. There may be disturbances in the recording industry, and in the retail music field, and if the operator thinks he has too many troubles he might stop to reflect on some of the troubles that beset other divisions of the great music world.

With his low net earnings, the operator may still be better off this year than some other people in the music business. But that is no reason for the operator to slack in his efforts to improve his own business and to plan for bigger and better business in the future.

It will be wise this year for operators also to give more attention to the primary purpose of the automatic music business, the thing that has enabled it to grow through many years. The key to the success and reason-to-be of the automatic phonograph is in offering good music at an economical price.

This is a good year in which to stress good music in the automatic phonograph industry. The public has caught some of the confusion that prevails in the recording trade at the present time. As one manufacturer of phonographs put it, "We don't know what kind of instruments to make yet because people simply don't know what to buy until there is some standardization in the record field."

Meantime, there is no confusion about the automatic phonograph. The public still knows that it furnishes good recorded music in popular establishments — provided the operators of such machines give much attention to providing good music on their machines.

There will always be differences of opinion, of course, as to what is good music—what music the majority of the people really prefer. Many close students of the automatic phonograph business have said that operators go on catering to a minority who prefer loud music, when the great majority prefer music with sentiment, with good melody, memory songs, music that is listenable.

It seems certain that this year, as never before, operators have a chance to study music more carefully and to give more attention to the music they select and place on their machines. Record manufacturers recognize that the automatic phonograph now stands as the most stable market for recordings, while other problems are worked out more satisfactorily. Record manufacturers will now be willing to give more attention to the specific needs of operators than ever, although most of them have always been very cooperative.

There is every indication also that present changes being made will turn out to the eventual and permanent improvement of popular recorded music. All new inventions and ideas have a way of resulting in final advancement of the automatic phonograph, for past decades have shown that many inventions have contributed to bringing the phonograph to its present high stage of development.

The main objective now is to enlist all operators to concentrate on the idea of furnishing good music—better and better music to locations and their patrons. This evidently means, first of all, that operators give more attention than usual in selecting records, give more attention to what the majority of the people really want. In many cases it may mean the persuasion of location managers to also sacrifice their own preferences for the benefit of the customers—give definite attention to what the majority of people really want in music rather than letting the minority dominate the music field.

If operators, in the midst of all their work and problems, can concentrate on offering the public better music, it will make 1949 mean much more for the business.

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GEORGE A. MILLER, *State President*
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Record Price Question Kept Alive By Reports

HOLLYWOOD — Much more complete information on the retail sales of phonograph records is expected after the annual convention of the National Assn. of Music Merchants (Retail) which meets in New York, July 26-28, according to THE REVIEW Calender. Current reports say that sales of records generally are still off and that retail dealers are still confused.

Reports from the automatic phonograph trade have shown more optimism in many sections in the last few months, and operators of the machines are reported to be showing more interest in records, and also many have increased purchases.

The Internal Revenue Bureau in Washington reported a big gain (70 per cent) in disc revenue for March, as compared with the same month a year ago. The tax revenue gives a hint at total sales and there is no way to tell what percentage operators have created by their purchases.

News from the record pressing plants would suggest that the total record business is still falling. Some of the plants that do work to order for others are reported to be having trouble in getting business. RCA Victor closed two of its smaller pressing plants in April, and these recent reports add to the import of plant closing reported earlier in the year. The record industry has its normal slack season in the spring.

Financial papers took note of the first quarter reports of Capitol and Decca. Both firms reported a lower volume for the first quarter than for the same period a year ago, but executives of the firms expressed confidence in the market and in sales prospects for their respective firms. Capitol officials felt happy about being able to show a profit even when volume business was off. The Decca report said volume was continuing along about the same rate since the first quarter.

One of the key factors in the competition between 33 and 45 r.p.m. records is expected to be the production and sale of record players for the home. Columbia and RCA Victor are reported to be pushing their devices aggressively, with Columbia putting a new player on the market in May that would sell for $10 or even less. At the same time advertisements of the Victor player were being splashed in newspapers all over the country, retail price being slightly under $30.

The *Wall Street Journal* reported that Columbia departed from its usual custom and, instead of setting the price on its player, was leaving price to its distributors and dealers. In view of some of the offers on players that have already been made by dealers, the player is likely to be offered in combination deals with records.

Meanwhile, the pressure of the players for new type records and of tele sets is having a decided effect on prices of home radio-phono sets of the standard type. Even the big firms in the business are featuring price cuts on standard sets. Price cuts are said to be the thing that moves merchandise these days and hence more home phonos should be sold; even better bargains are expected by fall.

The price situation on records is sprinkled at intervals with news of lower prices on certain labels, the reports coming just often enough to keep the subject alive. The entire promotion picture of the new type records, of course, is all a part of the trend to lower record prices.

Capitol is now issuing anew its red label line, at 60-cents list, and officials explain the label is to complement its regular 75-cent records by making a market for some of its lesser known artists and tunes.

Mercury Records started selling a plastic record recently at 69 cents, said to be a move to meet competitive price reductions. Another Chicago firm, Double Features, also started selling its plastic micro-groove records (two tunes to a side) at 69 cents, a decline from the original 79-cent list.

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600 Attend Five State Phono Meet

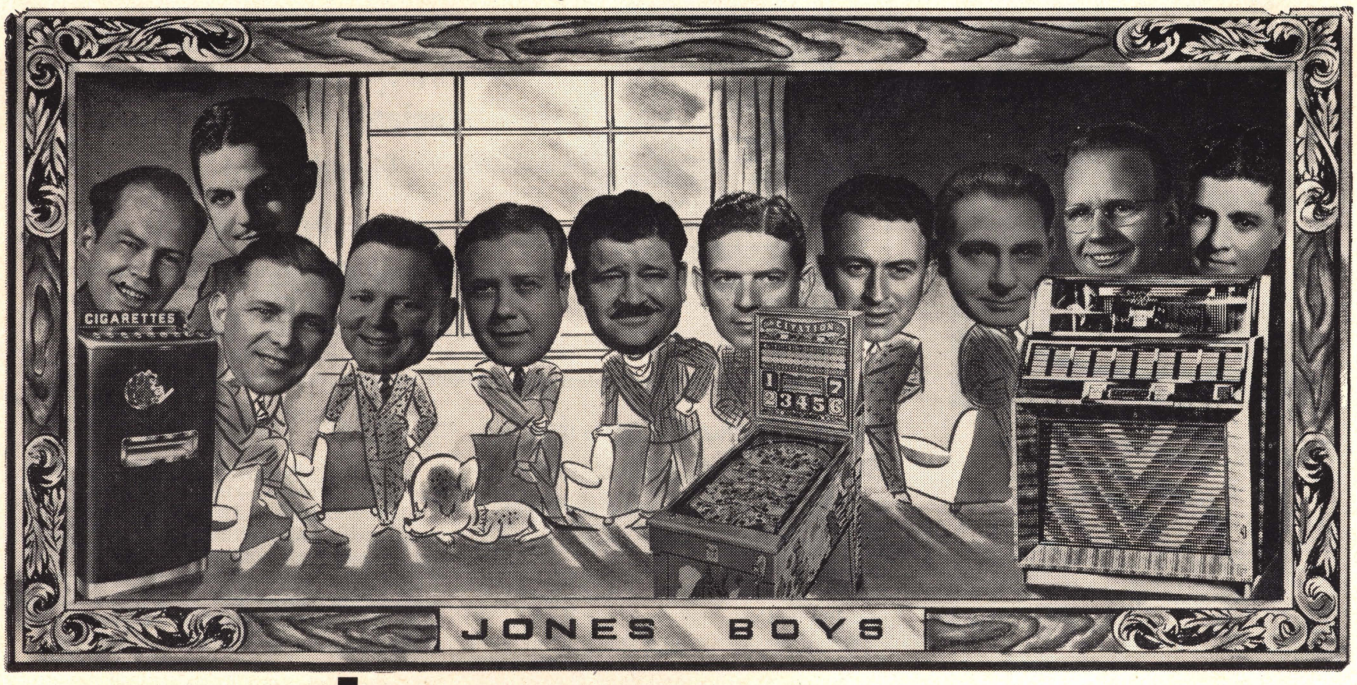
By N. F. Wood

MINNEAPOLIS—All eyes of the Industry were focused on the two-day convention held here April 25 and 26, and which was officially called the Five-State Phonograph Operators Convention. Although other types of machines than music equipment made up part of the displays, yet music men and music firms were in the lead and guided the discussions of operating and other trade problems.

Host to the convention was the Minnesota Amusement Games Assn., with Tom Crosby as president and Ken Ferguson, the convention publicity manager. The other four cooperating state organizations that joined with Minnesota to make the convention a success were the Iowa Automatic Music Operators Assn., Leo C. Miller, president; North Dakota Music Operators Assn., Fred Fixel, president; South Dakota Phonograph Operators Assn., Mike Imig, president; and Wisconsin Phonograph Operators Assn., C. S. Pierce, president. These organizations were not only represented by their officials, but also by members who helped to swell the attendance to 600 or more.

The association officers listed above will be recognized as prominent also in national activities in the music trade, and also as workers in the Music Operators of America. The 1949 annual CMI convention in Chi-

Men of Distinction



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cago found these men, and others like them, working and fighting to win against trade problems and to bring the music business back to a higher earnings level. Here at the Five-State convention they were working hard as ever to keep music in front as the major part of the Coin Machine Industry and also to help music operators get better returns on their investment.

It was that spirit that prevailed at the convention and it is why everybody seemed to comment that more optimism was to be found at the convention than had been seen in the trade for many a day. Some of the operators would say they did not know so much optimism could be found in these days.

Machines On Display

Association officials said a score of firms that wanted to display at the convention had to be turned away due to lack of space. The official floor had 19 displays and there were six firms that used hotel suites to display. Shuffleboards no doubt held the limelight among machines being shown and opinion seemed to be that operators showed much interest in the rebounds and smaller models of boards. Distributors in the area had the display booths to show equipment made by firms which they represented. Officials and representatives of a number of the factories were also present.

Shuffleboard equipment being displayed included Standard (Rock-Ola), National, Perma-Top, Chicago Coin, Shuf-A-Way, Mero Industries, and also supplies.

Displays of the latest phonograph models and equipment by AMI, Inc., Aireon, H. C. Evans, Filben, Rock-Ola, Seeburg and Wurlitzer made a good showing for the business and also provided something worth while for operators to see. The Packard line was missing.

There were record displays and some accessory lines also. Permo, Inc., had its display and also factory representatives to greet operators. The Alco-Deree and Encore wall boxes were shown, in addition to varied equipment shown in the regular lines by distributors. Distributors and manufacturers reported that buying was at a higher rate than had been anticipated. This was said to be one of the encouraging results of the convention and led to increased hopes for the 1950 convention.

H. F. Dennison, Dennison Sales Co., had a device to increase music play which was said to be entirely new, and the convention was honored by its being shown here for the first time.

Among the special equipment devices, Solotone—so well-known to REVIEW readers—was shown by the Silent Sales Co., distributor in Minneapolis. Television was well represented by the Trans-Vue firm with complete equipment for coin TV systems. Also, Aireon had its TV system on display in a hotel suite.

Work of the national committee, MOA, was given a good boost to music operators. Pierce told about the work of Sidney Levine, in Washington, as national counsel for the group to keep tab on national legislation. A telegram from George A. Miller, who heads MOA, was also given prominence.

Aireon Distributor Rolls in High Gear

BURBANK, Calif.—Lyle E. O'Neil, owner of O'Neil Distributing Co., and Ed. Wisler, general manager, have returned from an extensive trip through their territory.

"We found a terrific amount of interest in the Aireon Model 500, as well as Tonar and Television," Wisler said. "Operators were amazed that Aireon could offer such a beautifully engineered phonograph with all its outstanding features at such a low price."

Said O'Neil: "In the comparatively short time I have had the Aireon line, I am more convinced than ever that Aireon is the operator's phonograph and is the only music line which will enable him to make a profit."

Clayton L. Ballard, Aireon's western regional manager, has also returned from a successful trip to the outlying areas. On his arrival in Southern California, he was presented with a plaque from United Airlines, designating him a member of United's 100,000 miler club. In providing music operators with prompt personal service, Ballard is well on his way toward his second 100,000 air mile mark.

* * *

A woman friend told Joan Davis that she had turned 35 on her last birthday. "I see," said Joan, "when you turn 35 it comes out 53."

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Clyde Port

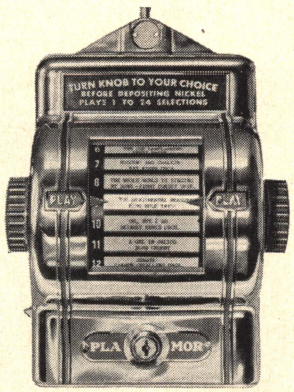
Clyde Port Joins R. F. Jones Co.

SAN FRANCISCO — Appointment of Clyde Port to the ever-growing clan of "Jones Boys" was announced this month by R. F. Jones, president of the R. F. Jones Co., exclusive distributors for Seeburg in the Intermountain and northern California area.

Port has a valuable background of experience in the music field, having joined the J. P. Seeburg Corp. as manager of field service sales and engineering, then later promoted to the position of sales manager for the Seeburg Industrial Commercial Division at the time of the introduction of the Select-O-Matic "200".

An electrical engineer, Port was associated before the war with the Northern States Power Co. of Minnesota. As a radio-radar engineer with the Bureau of Ships, U. S. Navy Department, he became familiar with the high standards of Seeburg production, their operation and business policies at the time Seeburg performed such a magnificent job for the U. S. Government.

"You can be mighty sure that I'm proud of being a 'Jones Boy,'" Port says, "and I feel there's a wonderful future in the coin machine business."



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Huge New Home for Sues, Young & Brown

LOS ANGELES—A major milestone in the amazing growth and expansion of Sues, Young & Brown, Inc., takes place on June 5, when the Southern California distributor for *M-G-M* and *London* records opens its new building at 3636 S. Bronson.

M-G-M recording stars Art Lund, David Rose, Helen Forrest, Ziggy Elman, Bert Shefter, Doris Drew and Jane Harvey will make personal appearances. There will be a television show originating from the new headquarters, as well as daily disc jockey programs.

Before moving to its new home, Sues, Young & Brown were forced to utilize three warehouses in various parts of the city. Now warehouse and sales functions will be combined under one roof.

M. G. Sues, president of the firm, said: "We deeply appreciate the past business of Southern California juke box operators. By moving out of the congested downtown area to a more central location, and by offering enlarged facilities and ample parking, we are going to improve our service so that it is the finest available."

There is 40,000 square feet of warehouse space in the new building, which is situated on a rail spur for fast shipping and receiving.

Currently, the artists which are pushing the firm's record sales to all-time highs are Billy Eckstine, Art Mooney, Blue Barron, and Hank Williams. Eckstine, currently smashing box-office records in New York's Paramount Theater, has built up a tremendous following; Mooney phoned from the East, saying he expected his newest release, *Merry-Go-Round Waltz*, to out-sell *Four Leaf Clover;* Blue Barron's *Cruising Down the River* is well into its second million platters, and experts predict it will reach the two-and-a-half million mark; while Hank Williams' *Lovesick Blues* is soaring to the top of the nation's western hit parade.

It was just two short years ago that Sues, Young & Brown entered the record distributing business by becoming the first *M-G-M* franchised distributor. Later the firm added the *London* label.

Phono Trade Plans To Use New Type Records

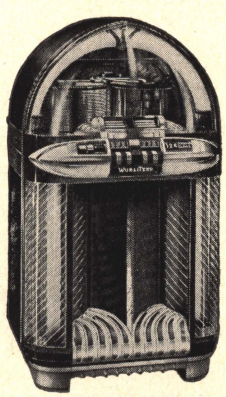
Question: What is the prospect for using the new type records, either 33 or 45 r.p.m., on automatic phonographs?

A. The trade is already well acquainted with the announcements last year, by Aireon Manufacturing Corp., that its new model then being introduced could be easily adapted to playing the new micro-groove records. At the time, of course, the new 7-inch micro-groove records for popular tunes, had not appeared on the market. It is the new 7-inch record that arouses interest in the automatic music field.

The head of another of the large phonograph manufacturing firms recently told the writer that his firm definitely plans on making machines for the new records in time, and that it can easily be done by all the manufacturers. This particular firm plans on using the 45 r.p.m. record, having decided that it has the most promise for the automatic music field.

The manufacturer says that the new 7-inch records will have many advantages for the operator, and that the music will also be much better. But that use of such records awaits the time when the artists most in demand will be available on the new records, and that there will be ample supply of such records. It all awaits the supply of the records, he says, for the phonographs will be ready when there is demand for them. There will be advantages to manufacturers in making machines to handle the new records, he says.

Thank You, Mr. Operator



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30-Wire Cable Output Increased

LOS ANGELES—Alpha Distributing Co., distributor of Western Insulated Wire Co.'s 30-wire cable, reports that music operators are utilizing additional wall and bar boxes to expand outlets for their music and boost receipts. This has increased the need for 30-wire cable, and as a result, production at the 2,000 square foot factory has been stepped up.

Operators have long wondered about the processes used in compressing 30 individually wrapped and colored wires into a diameter approximately ⅓ of an inch. A visit to Western Insulated's huge plant brought forth some illuminating disclosures.

The equipment used is entirely automatic. Four men take care of a total of 36 insulating, cabling, waxing, and braiding machines.

Lined along the side of the room are 10,000 foot rolls of shiny copper wire drawn to required gauge. The rolls are mounted in insulating machines which draw the paper insulation about the wire and at the same time apply a color-coated fine cotton wrap. The insulating machine is comprised of a die; through one end copper and insulating paper are drawn parallel. As the wire and paper are drawn through the die, the die forms the paper into a tube around the copper, and as the paper-covered wire leaves the die, a continuous band of weftless tape (the threads are parallel, with no interweaving) is wrapped about the paper-covered wire.

The driving mechanism for pulling wire through the die and wrapping device is a take-up reel, onto which the wrapped wire is rolled. Each insulating machine can be set to take one color or a variety at one time.

The 30 separate wires are then assembled in a cabling machine, with each color-coated wire on an individual spool. This machine consists of a rotating table on which are mounted supports for 30 spools. The wires are pulled from these 30 spools to a die which is in a fixed position. With the table rotating, the pulling of wires through the die causes a twisting action, thus producing twisted cable.

After the twisting operation, a cotton wrap is applied. Next comes the waxing operation, after which the wires are run through the braiding machine where a closely woven seamless tubular covering is applied.

After that, the cable receives another waxing, this time with vermin-resistant compound.

The testing operation which follows makes certain there is continuity of conductor and no leakage between conductors.

Then it is rolled into 500 foot coils and shipped to the music trade.

Leuenhagen's Record Party Smash Success

LOS ANGELES—The Southern California music trade have their hats off to Bill Leuenhagen and Mary Solle for putting on a tremendously successful record review party at the Rodger Young Auditorium on May 19.

Careful planning, top talent, and the Seeburg *Select-O-Matic 100* combined to make the event noteworthy. More than 150 music men in this area not only had the time of their lives, but received previews of 25 pre-releases issued by a score of record companies.

Master of ceremonies Bill Anson, famed disc jockey, and Composer Ted Mossman at the Steinway teamed up into a smooth-working duo and carried the show, ably aided by personal appearances of warblers Lesly Grey and Pat Michels and singer Artie Wayne.

Party Pot-Pourri—Happiest man in the gathering was George Howe, whose *Now Now Now is the Time* has been published by Freddy Martin and is currently on Tower, with Decca, Victor and others planning to push it into the limelight . . . Two of Minthorne Music's top personnel, Hank Tronick and Bob Alexander, handled the *Select-O-Matic 100* in flawless fashion, and the amazing instrument sparkled throughout the evening . . . The Aireon crew came in full force: Lyle E. O'Neil and Ed Wisler of O'Neil Distributing, and Clayton L. Ballard, western regional manager . . . Operator Bill Muchnick of Orange and L. A. Counties used his program as a score sheet to note his "must buys" . . . Incidentally, THE REVIEW's record reviewer scored the top tunes in this fashion: No. 1: *If I Only Had One Day to Live*, Fanfare, followed by *When the Band Plays in the Park*, Castle; in a four-way tie for third spot: *Beautiful Blonde from Bashful Bend*, Mercury; *Don't Save Your Kisses for Tomorrow*, Castle; *Windmill Song*, London; and *I Do, I Do, I Do*, King. Next came *There's Yes Yes in Your Eyes*, MGM, and *He's A Devil* on Mercury. Tops in blues was *Just Got Back*, Modern; and leading the race discs, *Junior Jumps*, Specialty.

Two Wurlitzer Execs Get Higher Offices

NORTH TONAWANDA, N. Y.—Following the resignation of Carl E. Johnson as vice-president and general manager of the Rudolph Wurlitzer Co., other executive changes have followed. As reported in the May issue, Ray C. Haimbaugh was elevated to the post of general manager of the Wurlitzer plant, here.

The firm also announced that Fred H. Osborne had been named as director of engineering, to be responsible for developing and building the various Wurlitzer products built in the plant here. Osborne came to Wurlitzer in 1935 and became chief engineer in 1948. He had a long experience in the electrical industry previously.

He is said to hold as many as 28 valuable patents in his own right and his work in advancing Wurlitzer phonographs and other products is widely known.

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RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

CAPITOL

*_____ 57-558 CANDY KISSES (V); MISSOURI WALKING PREACHER (V), *Johnny Mercer*

_____ 57-559 A GAY RANCHERO (V FT); MAYBE IT'S BECAUSE (V FT), *Andy and Della Russell*

_____ 57-560 ANIMAL CRACKERS IN MY SOUP (V N FT); BIG BEAR LAKE (V N FT), *Mel Blanc and Sportsmen*

_____ 57-561 POPCORN POLKA (FT VC); YOU GOTTA STOP (FT VC), *Ernie Felice Quartet*

*_____ 57-562 COUNTRY GARDENS (Inst.); I DOUBLE DARE YOU (FT VC), *Barclay Allen*

*_____ 57-566 THANK YOU (V FT); MY ONE AND ONLY HIGHLAND FLING (V N), *Jo Stafford and Gordon MacRae*

_____ 57-569 BESSIE COULDN'T HELP IT (V N FT); CLARINET MARMALADE (FT), *Pee Wee Hunt*

_____ 57-570 AFTER YOU'VE GONE (FT); LITTLE BROWN JUG (FT), *Art Van Damme Quintette*

*_____ 57-543 WHOSE GIRL ARE YOU (Waltz VC); ANNABELLA (Polka VC), *Johnny Martin*

_____ 57-571 KING'S SERENADE (Hawaiian VC); KOHALA MARCH (Hawaiian), *Danny Kuaana*

_____ 57-567 I NEVER HEARD YOU SAY (V FT); BABY, IT'S COLD OUTSIDE (V FT), *Margaret Whiting and Johnny Mercer*

*_____ 57-577 THE WRECK ON THE HIGHWAY (V N); A NEW SHADE OF BLUES (V), *Ray Anthony*

_____ 57-579 CAVAQUINHO (Samba); DANCA DO QUEBRA-QUEBRA (Rhumba VC), *Chuy Reyes*

_____ 57-580 LOVERS' POLKA; MUSICIANS' WALTZ, *Spike Haskell*

CAPITOL FOLK

_____ 57-40155 CARELESS HANDS (V); OL' SHORTY (Recitation), *Tex Ritter*

COLUMBIA

_____ 38437 BECAUSE YOU LOVE ME (V FT); YOU'RE SO UNDERSTANDING (V FT), *Jerry Wayne and Dell Trio*

*_____ 38436 WOMEN, WOMEN, WOMEN (V N FT); YOU RED HEAD (V FT), *Dick Jurgens*

*_____ 38449 IT'S A CRUEL, CRUEL WORLD (V N Waltz); "A" YOU'RE ADORABLE (FT VC), *Tony Pastor*

*_____ 38450 NEED YOU (V); THREE WISHES (V), *Bob Crosby*

*_____ 38452 FIVE FOOT TWO, EYES OF BLUE (FT VC); SKIRTS (FT VC), *Tiny Hill*

IN JUNE

A MUSIC OPERATOR'S FANCY TURNS TO . . .

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The Review Selects
THE TOP TUNES
of Current Releases

Fanfare 102A

IF I ONLY HAD ONE DAY TO LIVE

YOU-ALL

Bill Pannell and Gentlemen of Distinction

There's a lilt and swing to the first of this duo which puts it over big and leaves you humming the lyrics. Allan King and the band ensemble commit themselves admirably on the vocals. Second effort is equally as interesting. Number is a take-off on southern lingo and is taken at a slow, infectious tempo. Both tunes will grow on your patrons and garner repeat nickels.

Capitol 57-566

THANK YOU (V FT)

MY ONE AND ONLY HIGHLAND FLING (V N)

Jo Stafford and Gordon MacRae

A fetching rhythm ballad with a catching lilt certain to rouse replays. Stafford and MacRae make an excellent duet and the interspersed singing patter atwixt the vocals is cleverly done. Second side is a picture tune with a Scottish flavor and heavy on the dialects. Cute.

M-G-M 10408

LUCY (V FT)

WHERE IS THE ONE (V)

Bob Houston

Here is a tune with a wealth of merit and if given the proper attention will hit the top. Houston lends his strong masculine delivery to the lyrics and gives them a sparkling perkiness fans will enjoy. Flipover is a slow dance ballad played at a dreamy tempo.

Capitol 57-577

THE WRECK ON THE HIGHWAY (V N)

A NEW SHADE OF BLUES (V FT)

Ray Anthony

This one is just zany enough to make money for operators. Taking the old hillbilly favorite made famous by Roy Acuff, Anthony is aided by a vocal group in building the number into a riotous frenzy of laughs in their burlesque treatment of the lyrics. Silly enough to pay off big. Nothing on the second side of any consequence.

Victor 20-3410

IT'S A CRUEL, CRUEL WORLD (V FT)

ALL RIGHT, LOUIE, DROP THAT GUN (V FT)

Louis Prima

Here is a sad lament that will have the bar crowd crying in their beer. It's infectious foolery combined with torrid trumpeting and the overall result should spell extra coins in the cash box. There's an irresistible "boys in the back room" flavor to the ditty and in taverns it should do very well. On the underside Prima does his version of the novelty of the day with some degree of merit.

Victor 20-3415

WHEN YOU WORE A TULIP (VC)

KEEP A TWINKLE IN YOUR EYE (VC)

Main Street String Band

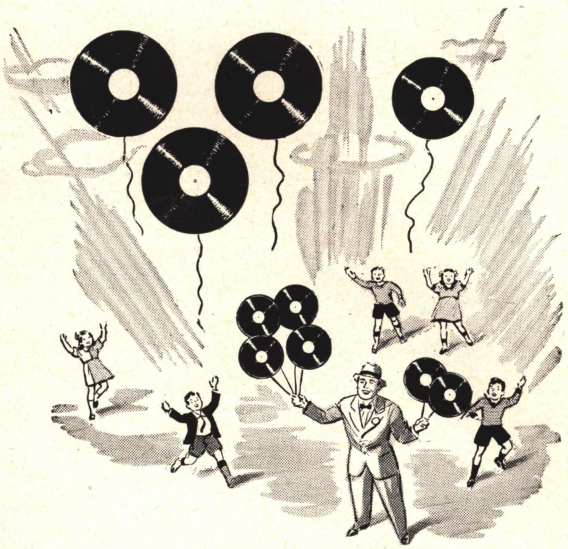
An unusual disc which should capture public fancy and create some extra business for operators. Numbers have a rural flavor of the old time small-town parade band and the vocal group gives forth with a Gay 'Nineties gusto. There's lots of music and lots of noise on both sides of the kind the customers like to join in with. In drinking spots particularly this platter should find a warm welcome.

Industry Mourns Passing Of Fred A. Kosecki

CHICAGO — Fred A. Kosecki, credit manager for J. P. Seeburg Corp., and its oldest employee in years of service, died recently at the age of 59.

Kosecki joined Seeburg in 1907, just five years after J. P. Seeburg, present Chairman of the Board, founded the organization.

These are the ones that are coming up fast!



CASH IN ON THESE NEW RCA VICTOR "CLIMBERS"!

PERRY COMO
"A" You're Adorable
RCA Victor 20-3381

PERRY COMO
Some Enchanted Evening
RCA Victor 20-3402

BILL LAWRENCE
Dreamer With A Penny
RCA Victor 20-3355

TONY MARTIN
Comme Ci — Comme Ca
RCA Victor 20-3367

VAUGHN MONROE
Riders In The Sky
RCA Victor 20-3411

CHARLIE VENTURA
Lullaby In Rhythm
RCA Victor 20-3346

FRAN WARREN
I'm Gonna Wash That Man Right Out-a My Hair
RCA Victor 20-3403

EVE YOUNG
Cabaret
RCA Victor 20-3412

EDDY ARNOLD
The Echo Of Your Footsteps
RCA Victor 21-0051

LUCKY MILLINDER
D'Natural Blues
RCA Victor 20-3351

The stars who make the hits are on

RCA VICTOR Records

*_____	38460	A WONDERFUL GUY (V FT); YOUNGER THAN SPRINGTIME (V FT), *Dinah Shore*
_____	38453	HOW IT LIES, HOW IT LIES, HOW IT LIES (V); IF I COULD BE WITH YOU (V), *Doris Day*
*_____	38454	WHEN YOU'RE IN LOVE (FT VC); SAN (FT VC), *Tony Pastor*
_____	38455	RUMBALERO (I and II) (Inst.), *Jerry Wald*
*_____	38457	TULSA (V FT); SAVE A PIECE OF WEDDING CAKE FOR ME (FT VC), *Frankie Carle*
_____	38458	DON'T CALL ME SWEETHEART ANYMORE (V FT); OLD FASHIONED SONG (V FT), *Bob Crosby*
_____	38459	A MILLION MILES AWAY (V); LONELINESS (V), *Jerry Wayne-Dell Trio*
_____	38464	DON'T GET AROUND MUCH ANYMORE (FT VC); SINGIN' IN THE RAIN (FT), *Duke Ellington*
*_____	38465	YOUR TEARS CAME TOO LATE (V FT); IT TOOK A DREAM TO WAKE ME UP (V FT), *Al Trace*
_____	38487	KISS ME SWEET (V FT); I'M GONNA WASH THAT MAN RIGHT OUTA MY HAIR (V FT), *Dinah Shore*
		FANFARE
*_____	101	WHO HAS TO? (V N FT); LOVE SAT DOWN BESIDE ME (V FT), *Bill Pannell*
*_____	102	IF I ONLY HAD ONE DAY TO LIVE (V); YOU-ALL (V), *Bill Pannell*

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NOEL COWARD featuring Georges Tzipine and Concert Orchestra. I'll Follow My Secret Heart, I'll See You Again, We Were Dancing, Mad About the Boy, Someday I'll Find You, Zigeuner.

A captivating collection of the best of Noel Coward's selections. This group leans to the sentimental side and the concert combo does a masterful job of putting the romance and nostalgic charm of each selection on wax. Beautifully done and excellent for automatic use.

TV Thrives On Stream Of New Improvements

CHICAGO—In the rapid expansion of television, there is also a rapid succession of new inventions and improvements in tubes, projection ideas and other devices for giving a better picture. In February, Polaroid Corp. announced its new filter for TV that would eliminate screen glare and solve all problems created by reflected light off TV screens when the set is in use.

Then, Trans-Vue Corp. here arranged to offer the filter with its commercial TV sets and hookups that had been announced to the trade earlier. Trans-Vue officials say theirs is the only commercial TV system that uses the new polaroid one-way filter as standard equipment. They say it will be kind to the eyes of television viewers. The adoption of the filter is in keeping with the firm's policy to provide users of Trans-Vue systems with the latest and best improvements.

The opening of the major baseball season, of course, brought phonograph operators in competition with TV at its peak time of year in many cities. Music operators last year began to realize that TV competition was not too serious, many saying that its influence in public locations had reached its peak as home sets began to spread more widely. Others had learned that, when TV competes too severely, they could install TV systems in good locations themselves and make a profit.

Mediums that serve the TV industry have begun to be rather critical of the broadcasts of sports programs as to quality, one publication saying that "television's approach to baseball has been and still is wrong." Maybe operators will find that a lot of improvement must yet be made in TV generally.

The sale of TV sets forms the most interesting sidelight on public reaction and the progress of the business, and reports on set sales show the public is taking to TV in ever increasing numbers. *Broadcasting* magazine shows each week that new TV stations are regularly taking the air also and that operators find the new competition (or opportunity) coming into additional cities at a fast rate. There are reports that applications for new TV stations will pile up during the next 12 months or so, probably reaching as many as a thousand. The final success of TV stations, of course, depends on how fast major advertisers take to the new medium, and at present advertising revenue seems to be forthcoming.

Rock-Ola Elects New Officials

CHICAGO—David C. Rockola, president of Rock-Ola Mfg. Corp., announces the following were elected recently to the Board and as officers of the company: J. Raymond Bacon, director and executive vice president; Sidney R. Zatz, director; James J. Sears, vice president in charge of purchasing, and J. A. Weinand, vice president in charge of sales.

Calling All California Music Operators!

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M-G-M

*_____	10404	LITTLE OLD CHURCH IN LEICESTER SQUARE (V); RIDERS IN THE SKY (V), *Derry Falligant*
*_____	10405	MERRY-GO-ROUND WALTZ (V); THE HEART OF LOCH LOMOND (V FT), *Art Mooney*
_____	10406	HOW IT LIES, HOW IT LIES, HOW IT LIES (V FT); IF I COULD BE WITH YOU (FT V), *Art Lund*
*_____	10408	LUCY (V FT); WHERE IS THE ONE (V), *Bob Houston*
_____	10409	JOSEPHINE (FT); PORTRAIT OF JENNIE (FT VC), *Jack Fina*
*_____	10411	WABASH CANNON BALL (V FT); GRIEVING FOR YOU (V FT), *Galli Sisters*
*_____	10412	OPEN THE DOOR POLKA (V Polka); WHOSE GIRL ARE YOU (V N FT), *Blue Barron*
_____	30197	BABY, IT'S COLD OUTSIDE (V); MY HEART BEATS FASTER (V), *Esther Williams and Ricardo Montalban*
_____	10422	NIGHT AFTER NIGHT (V); A NEW SHADE OF BLUE (V), *Billy Eckstine*
*_____	10420	DREAMER WITH A PENNY (V); THE RIGHT GIRL FOR ME (V), *Derry Falligant*
_____	10419	THE BEAUTIFUL BLONDE FROM BASHFUL BEND (V FT); EVERY TIME I MEET YOU (V FT), *Art Lund*
*_____	10418	BARROOM POLKA (V Polka); THERE'S SOMETHING ABOUT PAREE (V FT), *Art Mooney*

M-G-M FOLK

*_____	10413	I DIDN'T KNOW THE GUN WAS LOADED (V); HOLLYWOOD SQUARE DANCE (V), *Esmereldy*
_____	10401	WEDDING BELLS (V); I'VE JUST TOLD MAMA GOODBYE (V), *Hank Williams*
_____	10403	LIFETIME TO REGRET (V); PLEASE DON'T LET ME LOVE YOU (V), *Red Sovine*
*_____	10415	DON'T BE ASHAMED OF YOUR AGE (V); SILVER LAKE BLUES (Inst.), *Bob Wills*
*_____	10416	THERE'S AN OLD RAIL FENCE (V); FRETTIN' AND POUTIN' (V), *Texas Rangers*

NATIONAL

_____	9075	T. J. BOOGIE (Inst.); WHAT'S THE MATTER NOW (V Blues), *T. J. Fowler*
*_____	9076	I ONLY HAVE EYES FOR YOU (V); BLUES (V), *Billy Eckstine*

SUPERB

_____	600	WHA! HOPP'N (FT V); I DON'T KNOW WHY (V FT), *Eddy Edell Four*
_____	601	POPCORN POLKA (Polka VC); I WANT A LITTLE GIRL (V), *Eddy Edell Four*

Big Oil Boom To Help Games In Several Mountain States

DENVER—There's an oil boom spreading over four or more of the Rocky Mountain states and it is certain to boost business in a wide territory that has always been considered excellent for consoles. A popular attitude favorable to such games has shown itself in some of these states in recent years also, and recent legislative proposals have shown that the tide is gaining.

Legislators and the people seem to agree that consoles should be licensed and that clubs are the best spots for them. This was shown in a unique popular vote recently in Spokane, in which 23,393 people voted in favor of bells in clubs while 20,102 voted against the idea. The vote was to test public opinion, and also resulted in an unfortunate vote against pin ball. The reason for the vote against pin ball seemed to be that minors can get to the games, but that in clubs it is different and here is the place to license gaming devices.

The big increase in the number of legislative bills to license gaming devices in these mountain states shows how sentiment is going, although the bills may not become law this year. The tide is in favor of clubs and the use of gaming devices to finance the clubs and also pay revenue to city and state.

An oil boom will help business, will increase the money flow, and will be timed just right to help the club movement and also the use of payouts and similar devices. A regional boom in machine sales would be welcomed by the whole trade, as well as the operators and distributors in the western states.

Increase in oil well activity started in 1944 and is now getting into real action. There are oil trade papers published in this area and they have been telling about

the developing boom. One such paper recently said that the oil drilling business is now ten times greater than it was two years ago, due mostly to the influx of independent operators. Last year at least 1,154 new wells were put down in the area.

Coinmen have known about the growing boom, a number of them having large land holdings in one or more of the states, but just what it may do in boosting machine sales still awaits a bigger oil boom. The story is told of one well-known coinman in California who had a tract of ranch land in Utah and had decided it was too worthless to even pay taxes. But news of the developing oil boom has changed the picture entirely for him.

Although there seems to be a surplus of oil now, yet the oil industry knows there will be a growing need for more wells and hence the hunt for oil in the mountain states. About three-fourths of the wells put down are said to be profitable. The big difficulty is the rugged mountain terrain and the lack of pipe lines to refining centers. New refining plants are going up in various mountain towns, and all this means a flourishing business and trade for these towns, more spots for machines, and bigger play.

Casper, Wyo., is pointed out as an example of how the oil boom spurs business in a town; real estate men beam and the phone directory shows at least a hundred new names of firms connected in some way with the oil business. The boom is stirring activity here, in Salt Lake City and in other cities.

The boom is spreading out over Colorado, Wyoming, Montana, Utah and even Arizona and New Mexico. Some describe it as stretching from New Mexico to Montana.

Oil trade journals have been telling about the new developments, and only recently the *Wall Street Journal* told the business world about it. Now, with the Journal's front page feature report, the boom is expected to grow much faster as investors and fortune hunters rush to the territory. Both oil and gas are being found and the Journal says wildcatters are very active. The established oil companies and also numerous independents are scrambling far and wide to locate new wells.

Announce New Milk Soft Drink Vendor

CINCINNATI—The Dairi-Mart milk and soft drink dispenser, has just been placed on the market by Cedar Hill Farms, Inc., the city's largest dairy distributors. Embodying numerous new and unusual features the dispenser, perfected after nine years of experimental work, is an all enclosed unit which is manually operated with a gravity feed. It has sealed refrigeration and is designed for easy loading and cleaning.

Operation requires only three seconds per serving and one to eight different products can be dispensed through the eight doors.

VICTOR

_____	20-3408	TEXAS HOP (FT); I WISH SOMEBODY CARED ENOUGH TO CRY (V FT), *Erskine Hawkins*
*_____	20-3410	IT'S A CRUEL CRUEL WORLD (V N Waltz); ALL RIGHT LOUIE, DROP THE GUN (V FT), *Louis Prima*
*_____	20-3411	RIDERS IN THE SKY (V); SINGLE SADDLE (V), *Vaughn Monroe*
*_____	20-3413	GALWAY BAY (V); BECAUSE YOU LOVE ME (V Waltz), *Dennis Day*
*_____	20-3415	WHEN YOU WORE A TULIP (FT VC); KEEP A TWINKLE IN YOUR EYE (FT VC), *Main Street String Band*
*_____	20-3416	MALAGUENA (V FT); IN THE SPRING OF THE YEAR (V FT), *Alfred Drake*
*_____	20-3418	NEED YOU (V FT); YOU CAN'T BUY HAPPINESS (V FT), *Johnny Bradford*
_____	20-3420	KISS ME SWEET (V FT); A CHAPTER IN MY LIFE CALLED MARY (V FT), *Sammy Kaye*
*_____	20-3421	HOW IT LIES, HOW IT LIES, HOW IT LIES (V FT); HONEY BUN (V FT), *Buddy Moreno*
_____	20-3425	DREAMY OLD NEW ENGLAND MOON (FT VC); GIGOLETTE (FT VC), *Vaughn Monroe*
*_____	20-3426	THREE WISHES (V); A KISS IN THE DARK (V), *Dennis Day*
_____	20-3427	THE HUCKLE-BUCK (FT VC); AGAIN (V FT), *Tommy Dorsey*
_____	20-3428	A MILLION MILES AWAY (V); IF I COULD BE WITH YOU (V), *Bill Lawrence*
*_____	20-3429	ONCE-T AROUND THE PARK (V); CANDY KISSES (V), *Fontane Sisters*
_____	20-3430	MOANIN' THE BLUES (FT VC); HOW WOULD YOU KNOW (V FT), *Lucky Millinder*
*_____	20-3431	WOLF (Polka); FOREST WALTZ, *Johnny Vadnal*
_____	20-3435	OPEN THE DOOR POLKA (VC); DROP DAID, LITTLE DARLIN', DROP DAID (FT VC), *Buddy Moreno*
_____	20-3432	MY ONE AND ONLY HIGHLAND FLING (FT VC); HAVIN' A WONDERFUL WISH (FT VC), *Freddy Martin*
*_____	20-3433	LOOK FOR THE SILVER LINING (FT VC); ALT WIEN (FT), *Three Suns*
_____	20-3434	I DO, I DO, I DO (FT VC); TENNESSEE WALTZ, *Wayne King*
*_____	20-3438	SEVEN BEERS WITH THE WRONG WOMAN (FT VC); ARTISTRY IN POLKA (Inst.), *Lawrence Duchow*
_____	22-0018	I'VE GOT SO MANY WORRIES (V Blues); A HEART FULL OF MISERY (V Blues), *Arbee Stidham*

VICTOR FOLK

*_____	210036	TILL THE END OF THE WORLD (V); THREE WISHES (V), *Sleepy Hollow Ranch Gang*
*_____	21-0037	ALABAMA MOON (V); TENNESSEE TEARS (V), *Pee Wee King*
_____	21-0038	I'M CASTING MY LASSO TOWARDS THE SKY (V); I'LL DO AS MUCH FOR YOU SOMEDAY (V), *Slim Whitman*
*_____	21-0039	SAVING UP COUPONS (V N); DADDY, WHEN IS MOMMY COMING HOME (V), *Texas Jim Robertson*
_____	21-0040	I DIDN'T KNOW THE GUN WAS LOADED (V N); NEED YOU (V), *Patsy Montana*
*_____	21-0047	DEEP FREEZE DINAH (V); OH HOW I HATE YOU (V), *Dude Martin*

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$295

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★ ★ ★ ★ JUNE, 1949 ★ ★ ★ ★

MERCHANDISE . . .

One of the most reliable reporting agencies on general business conditions reported at the end of April: "For the second month there is no commodity in critical short supply." Operators have felt no shortages in merchandise for a long time now, and their business will in the future be moving in the national tide in which there is no shortage of any kind.

Operators will be selling their wares as a part of the national system of distribution, at a time when supply channels are filled up, at a time when people are very price conscious, at a time when the emphasis is on selling rather than buying. Selling pressure is now on manufacturers, on wholesalers, on retailers, and operators of merchandising machines should get into the swim and try to sell more goods.

As would be expected, when goods are piling up, manufacturers of goods that can be sold through vendors are giving more attention to the possibilities of machine selling. The nation has had an outstanding example of what can be done in stealing the market for soft drinks; now, candy manufacturers are beginning to think more about what can be done in moving this product by means of vendors.

Manufacturers clearly must sell more goods, or cut their output schedules to an unprofitable rate. Much has been said in the last 12 months about limited production policies, and manufacturers have been forced to cut production, until the selling outlets sell more.

Now can operators of vendors move more goods with their machines? Operators are already well acquainted with the opportunities and the limitations for boosting sales on the spot in any location. A lot of merchandising can be done, with any kind of vendor, in any kind of location, and the emphasis in trade circles for the next few years may well shift to better merchandising. Retailers and wholesalers are already having to come to it in practically all merchandise lines.

Operators will always have to be good buyers of merchandise, but times are such now that they will need to give more attention to selling goods. For in many cases,

(See MERCHANDISE, Page 38)

Survey Reveals Merchandise Sales In Movies

LOS ANGELES — Top publicity for a location survey story undoubtedly goes to the *Motion Picture Herald* survey on merchandise sales in movie theater lobbies. The soft drink, candy, ice cream, pop corn and other merchandise fields hastened to use this survey for its important sales information. The vending machine trade also came in for a part in selling these various items in movie houses.

The vending machine trade might wish for a better percentage of the sales of merchandise in the independent movies, but at the same time the fact is emphasized that sales of vendable products are growing fast, and that theater owners are coming to depend more and more on such sales. The place of vending machines in the movie houses is also expanding. All this is encouraging to the merchandise machine trade and encourages operators and manufacturers of machines to cater more to this field.

The survey questionnaires were sent to 6,016 independent theater owners, with estimates of the total number of independent movie houses in the U. S. put at 8,275 theaters. Chain movies were not included, but the vending trade well understands that some of the chain houses have been its outstanding champions, notably the Paramount chain.

The survey was analyzed on the basis of 6,000 theaters to reveal data on various merchandise items as follows:

Candy—On the basis of the survey, it is estimated that 81 per cent of all the independent movie houses sell candy. Of this number, about 82 per cent sell solely over-the-counter, while 10 per cent report selling candy exclusively through vending machines, and the remaining 8 per cent use counter and vendor sales.

As to bar brands, the survey proved indefinite since most replies simply said "all the best sellers." It was revealed that chocolate bars are most popular among the adult consumers, that children like the hard candies best, and that the older folks like marshmallow items best—"probably because of dental problems."

The candy trade itself took definite note of the report because price was involved. According to official data, the national total of 14,200 movie houses (both circuit and

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independent) make up only 2 per cent of the total candy outlets in the country, and yet they also account for 29 per cent of the dollar volume of candy sales.

An explanation was found in the fact that 85 per cent of the theaters reported charging six cents or more for candy bars, and 41 per cent of the houses sold at 10 cents or above. Here, it should be noted that the survey was on a 1948 business. Nearly 35 per cent of the candy sold was 20-cent items or higher.

Variety, theater trade paper, made a survey of the movie house candy market in 1946 and, at the time, reported that 3 to 10 per cent of all movie patrons buy candy while at the show. This survey emphasized candy and pop corn as the chief merchandise items for theaters.

The *Variety* survey undertook to show that the type of picture being shown had much to do with the purchase of candy. "Many exhibs have found that it pays to stock up on candy before a musical, western or similar light entertainment; sales usually fall off heavily during the run of heavier screen fare, which requires more audience concentration."

Pop Corn—About 53 per cent of the theaters reporting in the MPH survey sell pop corn in the lobby, putting this product next to nuts and gum in popularity. Many people would put pop corn next to candy; judging from the fact that legislators in Oregon have threatened a law to ban pop corn in theaters, it must be tops.

Commenting on the report, a recent issue of *The Pop Corn Merchandiser* said: "Of the 8,275 independent theaters in the U. S., only 3,964 sell pop corn. Here's a virgin field for salesmen who want to sell more pop corn. Of the 3,964 theaters that sell the item, 1,109 sell pop corn only—omitting candy and soft drinks. Another interesting figure, given by a veteran theater manager in an average size establishment, was that he sold one box of pop corn for every 1½ admission tickets. Some average! Beats all competitors."

Chewing Gum—About 42 per cent of the theaters reported that this product is sold in their lobbies. One trade paper commented that this was a long step from the days when so much noise was made about scraping the discarded gum from seat bottoms and floors.

Nuts—About 22 per cent of the houses report selling nuts. Some sell only packaged nuts in nickel or dime units, while others reported bulk nuts and lines that require warming.

Ice Cream—Eighteen per cent of the theaters reported that ice cream is sold in the lobbies. As to form, the reports were about evenly divided on cones, cups and bars; some theaters sell ice cream in bulk and others have frozen custard in cones. As the new ice cream bar vendors get onto the market, perhaps it is in order to suggest that here is a good field.

Soft Drinks—Unfortunately, we did not get the reactions of the soft drink trade papers on the share of their product in the survey, but maybe it will be available for a later issue. It is already known by the vending trade, however, that the cup type of soft drink vendors is making real gains in theaters, and seems ideally suited to their needs.

A number of general trends are also included in the MPH report. It is apparent that the sale of these merchandise items is rapidly expanding as a source of revenue for independent theaters. The revenue from merchandise in many cases means the difference between profit and loss for a theater. One theater owner said that "the sales average six cents per admission, or about 27 per cent of the dollar receipts at the box office." Another said, "net profits from candy, gum and ice cream equal half the net from the theater, and candy earns weekly a profit which keeps the house in the black and for several months has carried the house over its overhead."

Practically 90 per cent of the independent houses sell one or more merchandise items in their lobbies and lounges. An estimated 3.6 per cent selling such items lease out concessions or locations for vending machines, while the big majority report conducting their own selling or retaining full control over the selling of all merchandise.

There is unanimous agreement that sale of merchandise in movie houses will increase steadily from year to year. The candy, soft drink, ice cream, pop corn and other trades will increase their efforts to get their product into movie houses, and operators of vending machines must be just as much, or more aggressive.

Lymo Appoints Waggener

CHICAGO—Stuart G. Lyon, president of Lymo Industries, Inc., has announced the appointment of Robert M. Waggener as vice president in charge of sales and service. The Lymo firm is exclusive factory distributor of Lion Cup Drink Vendors, manufactured by Lion Manufacturing Corp. Waggener is widely known in the coin-operated equipment industry and comes to the Lymo organization with a background of varied experience in merchandising, vending machines operation, and commercial banking.

Silver-King Distrib Gets Two New Machs.

CHICAGO—H. F. Burt, head of Silver-King Corp., recently announced that a new distributing firm, Dodson Enterprises, had been formed in Cleveland to handle national distribution of the firm's line of vendors. Robert D. Matlack heads the new distributing firm.

Matlack has the reputation of selling coin machines for many years and has a wide acquaintance with operators in all parts of the country. He was formerly general manager of a well-known distributing firm. Burt expressed great confidence in Matlack's ability as a young executive.

Silver-King also has ready two new vendors which will give the Dodson firm more to sell. One is a candy vendor that will hold 100 nickel bars, has endless belt feed, a National slug rejector and other refinements. The cabinet is 30 inches high, 7 inches wide and 7 inches deep.

A companion vendor for nickel packs of Kleenex is also ready, having two columns that hold 50 packs each, gravity feed. It also has a National rejector. Burt says the two new vendors will fill a need that operators have expressed for a long time, as additions to the Silver-King line.

Travis, Pioneer Mfr. Passes

CHICAGO—The Industry was saddened on April 27th to learn of the death of Clarence C. Travis, founder and president of the Advance Machine Co., pioneer manufacturer of automatic vending machines.

Travis was associated with the vending machine business since 1900 and was one of the real old timers of the business. Death came to him at the age of 89 at his home in Fort Myers, Florida.

Stamp Machines Aid Highway Safety Program

BOSTON—In cooperation with the Registrar of Motor Vehicles and the Massachusetts Highway Safety Committee, the New England Postage Stamp Machine Operators are helping the Commonwealth's citizens and business organizations in their campaign to reduce highway accidents.

Imprinted on the stamp folders are 30 different slogans urging safety measures. It is estimated that over ten million safety slogans will be circulated.

Jason E. Nourse, public relations officer of the association, said: "This project of using our stamp folders to distribute Registrar Rudolph F. King's safety slogans has the enthusiastic approval of every individual member."

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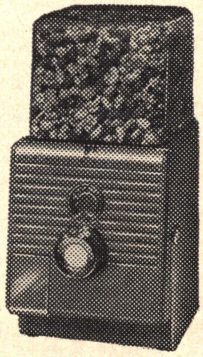

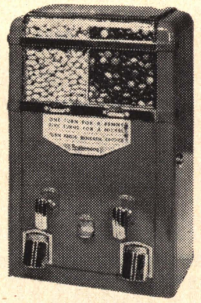

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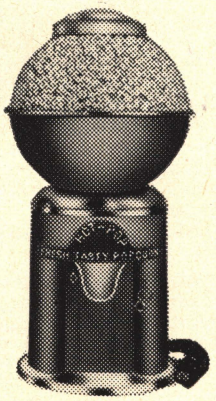

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Tavern Sales Jump 25% with "Hot-Pop"

LOS ANGELES — Bill Evangeloff, veteran vending machine man who heads Ace Vending & Distributing Co., has concluded an interesting experiment which proves that taverns can increase their bar sales 25 per cent and operators can net a minimum of two dollars per week per location with very little effort on their part.

Bill placed Victor's sensational new *Hot-Pop* popcorn dispenser in several taverns, left two bags of popcorn, and told the location to prove to himself, without cost, how *Hot-Pop* and hot popcorn could increase his bar sales.

The bartender gave each customer a small dish of popcorn with the first drink. Customers who usually bought only one drink or one beer, ordered a second one because of the free popcorn, and the location found, at the end of the week, that gross business had risen 25 per cent.

"Now," Evangeloff says, "the locations were interested in continuing to dispense popcorn, and because of the way it increased sales, they didn't mind paying the operator two dollars a bag for the corn. And the operator, who makes one dollar profit on each bag sold, realized a 50 per cent profit. This enabled him to pay for his *Hot-Pops* in six months or less!"

Evangeloff added that with many taverns complaining about the drop in sales, *Hot-Pop* is proving a God-send. "And it's not only helping bar sales," he said, "but every other type of coin equipment in the place, because when you get a man to buy an extra drink or extra beer, he stays in the location longer and therefore spends more. That's why music and shuffleboard operators are now going in for *Hot-Pop* in a big way. It not only increases play on their phonographs and shuffleboards, but while servicing this equipment, they can pick up extra profit dollars by delivering popcorn to the location for use in *Hot-Pop*."

Because it is not coin-operated, *Hot-Pop* requires no servicing or maintenance.

New "Star" Polish Hypos Vendor Sales

OAKLAND—Ball gum operators who have been using the usual brands and whose machines have been emptying slowly are finding that *Star* ball gum with the exclusive "Seel-Tite" polish is the operator's answer to increased volume, states L. H. Strickler, head of U. S. Chewing Gum Mfg. Co.

"At considerable expense and many months of laboratory testing," Strickler said, "we developed a product which eliminates every complaint ball gum operators formerly had and provides complete satisfaction on the part of both operator and customer.

"*Star* ball gum has the new "Seel-Tite" polish, which seals in the color, flavor and chew of *Star* against heat, cold and dampness for a longer period than any other ball gum ever made. This means that no longer does an operator have to throw gum away because it is discolored or cracked. Inasmuch as *Star* regular ball gum has the same high quality base and flavoring as nationally advertised brands of stick gum, there is no longer any customer resistance due to a small chew or inferior flavor."

Stoner Representative Dies

AURORA, Ill.—Thomas E. Smith, sales representative for Stoner Mfg. Corp. in the states of Indiana, Michigan, and Kentucky, recently passed away in Indianapolis at the age of 47.

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MERCHANDISE

(Continued from Page 35)

circumstances may move against the operator, as in the trend to shorter work weeks in factories, fewer workers, etc.

The biggest new field now seems to be an increased placing of vendors in stores. Soft drink vendors have made a real entry into stores and a big financial paper recently said candy vendors need to be placed in food stores. Operators have already made good headway in many types of stores; the idea now is to give more attention to a field on which there is a good deal of pressure from all sides.

In buying merchandise, operators naturally still consider price as a major item. Manufacturers in the candy and gum trades now work to stabilize prices at present levels. In the candy trade, there is real fear that cut-throat price competition will eventually set in. Price trends on milk and ice cream are downward. The soft drink trade still talks much about hiking the nickel price, but leaders in the trade say this is much too late now, with price trends so definitely on the decline.

From now until fall, the biggest item in deciding prices will be the crop reports. Thus far, crop conditions are very favorable to lower prices on foods and ingredients of all kinds. The Texas peanut area had unfavorable planting weather but this may be overcome.

A review of the various reports on merchandise items follows:

Apples—Scattered reports of frost damage have appeared, but the total crop apparently has good prospects still. The Pennsylvania legislature voted on a bill to raise a state fund to promote apples.

Almonds — The nut market has been quiet for months; in this market almonds have been moving slowly but the most recent report says that buying competition has perked up considerably.

Good Advertisement

The best advertisement of the merchandising machine business is the wide variety of products that can be sold by machine, and the list grows from year to year. In the current year, nylons and hot chocolate seem ready to become recognized as standard merchandise for vendors.

Candy Bars—As mentioned in other reports in this issue, much more information on candy bar supply and market trends will be available following the national conventions of manufacturers and wholesalers in June. Government reports show that candy bar sales for the first two months of the year were below the same months last year by about 8 per cent. Thus, the year starts on a declining trend. Other details will be found in the section on *Candy Vending*.

Chewing Gum — Manufacturers in the field plan on stable prices at the present level. Reports for the first quarter indicate that total chewing gum sales are making good gains over the same period last year.

Cigars—Government reports show cigar output for March nearly 3 per cent below the same month last year, but that the March decline was smaller than the drop in February; this report includes all types of cigars; the popular-priced brands are showing good sales. For the nine months of the present fiscal tax year, cigar output of all types was only a fraction smaller than for the previous fiscal period.

Cigarettes — A more complete review will be found in the section on *Cigarette Vending*. The trade is bent chiefly on fighting state taxes and also in getting more states to pass unfair cigarette sales laws. The rate of gain in cigarette sales this year is slower than for the same period a year ago, but sales are still gaining.

Cookies—Reports of the major companies for the first quarter are the only information available, and all the reports show bigger sales thus far in 1949 than for the same period last year; all reports stress new plants and bigger output capacity yet to come. One report pointed out that general business conditions might reduce total sales this year.

Coffee—An official report shows that per capita use of coffee still continues upward, thus maintaining a 38-year trend, but tea use is declining. A slight decline in total coffee use occurred in 1947. Price trends in the big markets are still upward. In the vending trade, interest has been aroused anew in coffee concentrates, as reported previously.

Lily-Tulip Cup Corp. promises something better for vending hot coffee and hot chocolate, in a new plastic-lined paper cup which should be on the market soon. The firm claims it preserves the flavor of hot beverages better than anything on the market now.

Chocolate—The cocoa bean market still runs a fluctuating course. The big chocolate manufacturers report sales of chocolate powder, cocoa, etc., are still at high levels, that consumer demand did not drop as had been expected. Firms are increasing the weight of chocolate bars—best sign that cocoa and chocolate are cheaper.

Frozen Foods—News directly relating to vending machine use is still lacking.

Hosiery — Rowe Manufacturing Co., Inc., stimulated interest in nylon vending by showing its adaptation at the recent NATD convention in New York. In the

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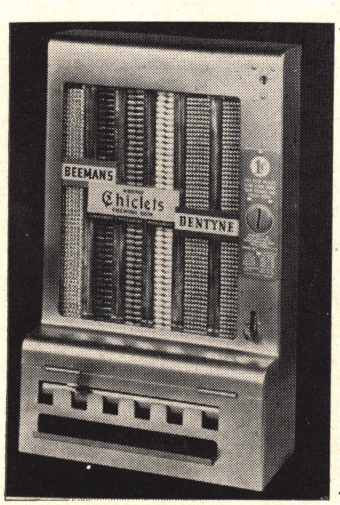

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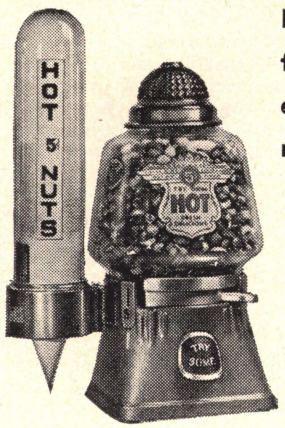

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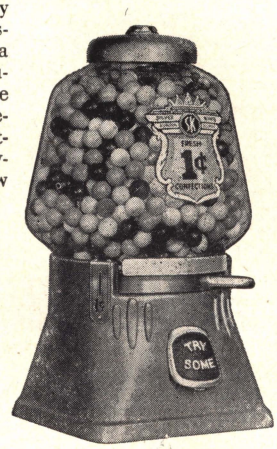

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nylon industry, a recent report says that output and prices have dropped and that some of the factories are closing. Sharp breaks in price have occurred in unbranded merchandise since last October.

Ice Cream—The normal sales curve began rising in March, but conclusive reports on how sales compare with last year are not available. An ice cream trade paper says the biggest news development in the industry this year was the reduction in ice cream prices by some manufacturers in March; the same authority says that sales climbed immediately, but that many stores did not follow up the trend and reduce prices as they should. This should be a good year for operators to think of ice cream vendors since more machines are available, and merchandise is plentiful and on a downward trend in price.

Juices — Crop conditions show up strongly in the advance of prices of Florida citrus juices to a two-year high; current orange prices, however, still are well below the record high prices for the industry. The citrus juice processing season in Florida is about over. The citrus industry, with committee members from the citrus states, is working with government aid on a number of merchandising problems and also production problems. The orange growers are troubled with declining yields per acre and also a trend to small-size oranges that poses a mystery.

The FTC has recently been brought into the juice situation, with charges from wholesalers that some of the big chain store systems are given price favors on citrus juices.

Milk — Milk production has increased more than seasonally and price trends are downward. A government report at the end of March suggested that further declines in price of fluid milk may happen. However, price support will be used to hold prices for milk to be used in manufacturing processes at present levels. Milk delivered to the major city markets this year has been running about 15 per cent greater than for the same period last year, suggesting increased consumption. But official reports show per capita use of milk last year declined. Average city price of delivered milk in March this year was about 20 cents per quart.

As shown on The Review Calendar, June is Dairy Month and a lot of promotional publicity will appear in all parts of the country; it should help the expanding milk vendor trade.

Peanuts—Government reports continue to show the declining use of peanuts in candy, and for salting. Crop planting reports are now the most important news. The Texas area had unfavorable weather but this did not last long. Other areas had good weather for the most part; a decline in planting of Spanish and an increase in planting of Runners has been reported. Congress recently considered a bill which would encourage use of peanuts for oil.

Pop Corn — Recent reports on crop prospects are not available. A meeting of pop corn processors earlier in the year considered the prospect that acreage may be cut decidedly this year, with the possibility that a shortage may show up in 1950. Processors now have a big supply of the grain on hand and hence are not contracting as much corn this year with growers. Since most pop corn is grown on contract, growers simply do not plant unless they get a contract before planting time; prices are lower now and this is expected to discourage large planting. Processors predict that prices may strengthen in late summer or early fall.

Under the leadership of Tom Sullivan, new executive secretary of the National Assn. of Popcorn Manufacturers, more attention will be given to vending machines.

Soft Drinks—Although the big summer season is now on, little direct information on sales is available. Soft drink makers still continue to keep their output and sales a close secret. The big talk in soft drink trade circles is still about price, but leaders admit that the public will not pay higher than a nickel for its soft drinks. One sidelight shows up in the decision of the Coca-Cola Bottling Co. of New York to defer its expansion program, because rising costs and taxes threaten to stifle the expansion of the soft drink industry. Dixie Cup, in its report for the first quarter, foresees a rush in demand for the summer season, adding "we have had all we could do to keep up with the cup-vending machines put on the market last year." The report added that steel supply last year kept the output of cup-vending machines for soft drinks below the anticipated volume, but that steel now is available for a much bigger output of vendors. Nehi reported a dollar sales decline for the first quarter. Automatic Canteen reported that it "has doubled the number of cup soft drink vendors it has in use."

These scattered reports suggest that the current summer may bring the big expansion in cup vendors that has been expected for a long time. This may be the summer of Cup Vendor Expansion.

Universal Match Moves Los Angeles Sales Office

ST. LOUIS—As part of a planned program to step-up service to Southern California customers, the Los Angeles District Sales Office of Universal Match Corp., formerly located in the Petroleum Building, has moved to Universal's new book match factory at 5721 W. Jefferson Blvd.

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Boston Baked Beans (BBBs)	24c lb.
Butterscotch Buttons—Use separately or mix them	28c lb.
Parched Corn (Cornnuts)—Delicious	25c lb.
Pistachio Nuts—Red	65c and 88c lb.
Rainbow Mix (Candy coated Peanuts)	25c lb.
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Gum—Bubble Base, 125 count	27c lb.

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Candy Sales Problems Will Top June Convention Plans

CHICAGO—The nearness of the 66th annual convention of candy manufacturers, under the auspices of the National Confectioners Assn., June 5-9, means that much of the information available at this time is somewhat tentative until the convention is over. Candy production and sales reports in recent months would suggest that manufacturers will have many problems to discuss.

Although the convention is not of direct interest to operators of candy vendors, it does serve to highlight the major trends and problems of the firms that produce candy—and must also sell what they produce. The exhibit is being stressed this year and by Feb. 1 the exhibit hall at the Stevens Hotel here had been sold out. Extra space was then provided for 32 additional displays. The size of the exhibits is said to reflect a plentiful supply of the materials to make candy and also new and improved equipment.

Much of the program of manufacturers will be devoted to business sessions, allowing ample opportunity for the discussion of sales problems of all kinds. Forums for production and sanitation are scheduled according to the annual practice. Manufacturers have recently asked FTC for a Trade Practices Conference for the candy industry and this will mean that much time must be spent on considering rules of fair trade.

Candy wholesalers already have a code of fair trade rules, aided by FTC, and when manufacturers adopt such rules the candy industry will then be pretty well enlisted under fair trade codes of its own. One of the motives for the plan to get under a code is to prevent what may become a wave of price-cutting, it is understood. Wholesalers have already been hit by price cutting waves since the end of the war, and in time the candy industry may follow the example of the cigarette industry and seek unfair sales laws in the states to enforce standard markups on goods.

The retail candy trade will also be holding its annual convention in Chicago at the same time manufacturers meet, and retailers will be guests at the manufacturers' convention for one day. There ought to be some way in which operators of candy vendors could also be officially recognized and given a place at the convention, but since candy operators are not organized there is no convenient way to get recognition.

Candy manufacturers will have plenty of data on output and sales when they meet. An annual survey of the industry, the 22nd such check, has been under way for some weeks to get as much information as possible on what is happening to candy. The NCA underwrites the cost of the annual surveys of the candy trade and the U. S. Dept. of Commerce collects the facts and figures. This is one of the few trade organizations in the country that follows such a practice, but the information gathered is considered of unusual value to all who make or sell the product.

It has been reported that NCA originally started this program of cooperation with the Dept. of Commerce by appropriating $3,000, and that the results were so helpful that the annual surveys have been kept up since. Here is a hint for some progressive organization in the merchandising machine industry, for the vending trade certainly needs facts on its business.

Official reports on candy, now available for the first two months of the year, show clearly that manufacturers have some real problems to face. For, at a time when total candy sales ought to be advancing there is a decline showing up.

A poundage decline in candy bar sales of 8 per cent has been reported for the first two months of this year, as compared with the same period in 1948. Poundage decline for candy of all kinds is reported at 9 per cent for the first two months. Figures on Easter candy sales were not available at this time.

Effects of the general reduction in candy bar prices are now beginning to show up in the official reports. Dollar volume decline on candy bars for the first two months of the year was reported to be 6 per cent, in comparison with the same months in 1948. There had been a time when a poundage decline might show up for a month, but the dollar volume would show a gain—clear proof of what higher prices was doing. Now, the dollar volume is all on the decline as the year starts off.

The first two months cannot be regarded as final but the decline does provide food for thought. Operators of vendors all over the land will be vitally concerned in the ideas and plans that come out of the convention of candy manufacturers early in June, and also the policies that candy wholesalers adopt at their annual convention later in June.

Meanwhile, encouraging news comes from the big market centers where corn syrup, cocoanut and other ingredients are sold. Suppliers of corn syrup, dextrose and other items say candy manufacturers are showing a normal demand for ingredients and that the demand did not slack after the Easter period.

And the popularity of cocoanut candy bars must still be continuing, for suppliers of this ingredient say the candy trade is so anxious to get supplies that they are taken right from the docks, not waiting for it to be sent to the warehouses.

* * *

Junior: "Daddy, how did you meet mother?"

Daddy: "None of your business, but I'll say this. It sure cured me of whistling."

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SCHUTTER CANDY DIVISION, St. Louis

Regional Business Reports

By REVIEW REPORTERS

Cincinnati

Any trend in general Industry business, which may have been expected to develop by now, has not yet appeared. Receipts are about the same as reported for the previous month. The situation is appraised as "normal" because it is in line with the general economic picture.

Automatic music, with the advent of telecasting of ball games, did not enjoy quite as good a month as last. The figures also include 16 days of Lent, during which time tavern attendance was down, and although after Easter business showed a slight rise, it was not enough to permit an even break for operators. The taverns are so concerned they are considering a cut in the price of beer by the glass.

Pin ball and kindred games experienced a slightly better month, possibly because the shuffle craze has made folk game-conscious.

Shuffleboards remain the outstanding feature in inns, outdoing the talking pictures in customer appeal. As yet no parlors have been opened, but plans are under way for a local tournament, which should be a humdinger, as reports are that Cincinnati has developed some very skillful players. Fans do not know how lucky they are, as they only have to pay a nickel to play here. Operators say the usual charge elsewhere is a dime, but they are afraid to raise the price in the face of the intense interest in the game. Several more old-time game operators are now handling the boards, with good receipts, and they report demand is increasing steadily for installations.

The soft drink machines got a heavy play as mid-summer temperatures prevailed for about a week. This caused an increase in business over last month, but not over last year. Bottlers who were working short-time have now gone on a full production basis. This branch of the industry is feeling shop lay-offs very keenly.

Candy sales were off, due somewhat to Easter over-the-counter box sales, and in industrial spots because of layoffs. Cincinnati has been comparably hard hit by curtailment of machine-tool shop work hours. This is practically the machine shop of the world, and many vending machines serve the workers, who patronize the automatics prolifically.

Cigarettes showed an increase over last month, as expected. However, business was not quite as good as last year, probably for the same reasons as in other branches. There are a lot of cartons being shipped in from other states at $1.38 to avoid taxes. The price here is $1.70, up. Whether the automatics feel this is very doubtful. Legislation is pending in several states to try to stop the tax-evasion schemes, but operators are skeptical of the effectiveness of such laws.

Pop corn did not do as well as last month, but only because of the seasonal change in eating habits, which set in earlier this year than usual because of the mild weather. Receipts were good, and better than for the same month last year.

For the first time in a long while chewing gum showed a tendency to slough off, and sales were down in sympathy with candy, and for the same reasons.

Nuts of all kinds held their own, remaining steady in sales as compared with last month and last year. Some slight evidences of reduced prices were apparent, possibly because of overstocked inventories.

The out-of-doors arcade season is about to begin, and another big year for voice-letters is expected. Nicer weather brought the machines out on the side-walks and in lobbies, where they were better patronized last month. Airport arcades report business is thriving.

The penny scales showed favorably last month, and a big summer season can be expected.

The employment outlook brightened only slightly, with unemployment compensation applications down 2.9 per cent from last month.

George Keith

BUSINESS BAROMETER

MAY 1949

	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	N	B	B	A	N	B	N	N	N	N
Columbus	N	N	N	A	A	N	B	N		
Los Angeles	B	B		N	N	B	B	B	N	N
Louisville	B	N	B	N	A	N	N	N	N	N
St. Louis	B	N	A	A	A	N				
Spokane	N	N	B	A	A	B	N	A	N	N
Twin Cities	N	N	N	A		B	B			B
Wash., D. C.	N	B	N		A	B	N	B	N	N

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Columbus

A slight over-all increase in the number of Columbus workers in 73 manufacturing firms took place, with metal fabricating plants hiring nearly 1300 workers, the Unemployment Compensation Bureau has reported. Other employment gains were forecast for the area by the BUC within the near future.

All of this is, of course, good news to local coin machine men. With continued good weather, more and more people are getting outside which should show up soon in increased arcade business around the summer spots. Buckeye Lake has opened for business and, with the name bands there and on the way, operators at the mid-Ohio fun spot should do well this season.

With employment steady at local plants, vending machines there are doing a steady business for this time of year. Candy, of course, is the only item which takes much of a drop in warm weather at the plants.

Automatic phono receipts are holding up fairly well. To be sure, television is putting a crimp in music box play—especially where bars have put in the competing medium. Observers predict the novelty will soon wear off—especially as the nicer days lure people out for entertainment. There's nothing concrete about the way in which television has hurt the coin machine business yet.

The protecting arm of the courts is keeping Cuyahoga Falls from collecting $25 a year from each coin phono and pin ball operating in the Akron suburb. In addition to the $25, the Cuyahoga Falls ordinance would charge $1 per year for each booth and bar outlet for receiving phono nickels.

In a NUTSHELL — —

HERE'S WHY STANDARD'S VEND-SIZE ALMONDS ARE

TOPS WITH OPS

STANDARD ALMONDS are processed according to vending machine specifications . . . Vend-Size, they will not clog any mechanism . . . French-fried in pure cocoanut oil, their delectable flavor makes for repeat sales—and repeat sales make for increased profits.

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Common Pleas Judge Frank H. Harvey granted a temporary injunction, prohibiting the collection of the taxes, on the plea of Attorney Ben Holub, representing the Bell Novelty Co. Joseph Elfant, who heads the company, is president of the local coin phonograph owners' association. Holub says in his petition that the Cuyahoga Falls ordinance is unconstitutional. The devices are for amusement and entertainment and need no regulation, he said. Date for final hearing of the suit is not set.

Akron's city council is watching the outcome of the suit, since that city has been trying for a year to get some of the phono nickels into the city treasury. It is convinced, however, reports say, that it can't get the money by the $25 license fee route. Judge Harvey ruled five years ago against an Akron ordinance that was almost identical with the one just passed by Cuyahoga Falls. The court said then that cities could charge only a "reasonable" fee for regulation, and that $25 a year was excessive.

Meanwhile, further hearings on pin ball machines, coin phonos and bingo will be delayed until later in the year, Akron councilmen said. Council had reconsidered an ordinance to put coin-operated devices under the city's 3 per cent amusement tax. The measure is back in council's Tax and Amusements committee in "cold storage."

Unanimously and without comment, an anti-gambling ordinance was passed by Portsmouth City Council in its third reading. Becoming effective early in June, the measure prohibits the display of bell machines, punch boards and pin ball machines.

Under provisions of the new ordinance, bell machines may be confiscated and destroyed if found in the city. The same has been interpreted to apply to pin ball machines which offer a free game to the player. Specifically, the measure applies to any device operated by a coin or token which does not give each player or customer the same amount of merchandise, amusement or entertainment. Regular vending machines are not affected.

A 20 per cent drop in the number of pin ball machine permits in Toledo has been attributed to the fact that the ordinance there limits to two the number of the machines which can be displayed in one location.

A "refined" penny arcade to be set up in a 40-by-60-foot room off the Toledo Municipal Airport lobby was squelched by that city's City Manager Arnold Finch, who said that game rooms containing devices that might be used for gambling would not be permitted.

Shuffleboard games in Columbus and surrounding area continue to show a steady growth, with a few more bars and grills adding the games of skill each week. No parlors are in evidence as yet, but the games are doing a lot to offset the television influence in the bars which already have installed the games. Most of them are non-coin-operated boards.

The latest addition at Central Police Station to an assortment of food-and-beverage dispensing machines that line the hall is a hot coffee machine. Already available in other coin machines are sweet milk, buttermilk, chocolate milk, pop corn, chewing gum, bottled soft drinks, ice cream, orangeade, eight varieties of candy and peanuts.

Beverage sales, especially cold drinks, have gone up in recent weeks and the summer rush seems to be on. A good supply of all leading brands is available.

William D. Bailey, of the Ohio Department of Taxation, reported that April sales of cigarette tax stamps declined $35,414 over last year. Sales for the month this year were $1,410,468, while April 1948 sales totaled $1,445,882.

He said sales for the year to date, however, showed a slight increase—00.94 per cent, to be exact. Total sales to the May 1 date last year were $5,365,079, and this year, $5,415,760.

Most operators of scales, nut vendors and other machines report so-so conditions and few, if any, are expanding their routes.

W. C. Arthurs

Los Angeles

Shuffleboard started a trend in the West which is not being allowed to die on the vine. Shuffleboard helped give bars and taverns the club atmosphere instead of the saloon reek, and folks now dropping into a bar no longer are wholly concerned with downing liquid and hearing music, but relaxing at a skill game as well. The same men who have built the pucked game into a major entertainment are busy making plans to augment shuffleboard with other skill types. Result will be that folks will stay longer in a tavern or bar; they will spend more on beverages and games, and both operator and location owner will enjoy greater margin of profit.

Music has reached the bottom and now is on its way up, according to a consensus of opinion among leading operators. Three factors point to a coming era of normalcy; reduced price of machines; better quality, lower priced records; and an average of ten per cent increase in gross.

San Diego music operators continue to move forward in good fashion. Biggest prop to the 'Diego picture is the steadily expanding activity at the Naval Training Station and the amphibious base and airfield at Coronado. Shuffleboards, averaging a $20 per week take-away, have cut into roll-down receipts.

Now that the ciggy price war, started by two drug chains and extending to many independent retailers, has ended, vendor gross has snapped back—not quite up to normal levels, but well on the way.

Hot beverage machine manufacturers are eyeing the more than 1,000 industrial locations in this area as top spots for their machines. While Kwik-Kafe had the field pretty much to themselves in the past, four other vendors will soon be vying for the industrial plums: Koffee King, Hot-O-Mat, Coffee-teria, and Saylor Homogenizer's hot chocolate vendor.

Candy is beginning to show added life at the cash box. Ditto for pop corn. Bulk vending gross has risen encouragingly, while scales continue strong.

Louisville

The famous Kentucky Derby brought its big crowds and boosted business for many locations, and also the coin machines in them. But the final reports of business places seem to agree that the big crowd this year did not spend as they did last year. This is the opinion that has been expressed in trade meetings, after the Derby, and it is the view that has also been expressed in newspapers. Operators agree with this view of the general results.

Music operators in the area are inclined to report that business has made some gains during the last month or so. This, after music men had been quite pessimistic. Distributors also report that an improvement has taken place in music since sales are better.

This is considered great pin ball territory but operators are pessimistic at present, and they are inclined to blame shuffleboard for cutting in on their play. The territory is considered very favorable from

(See REGIONAL REPORTS, Page 48)

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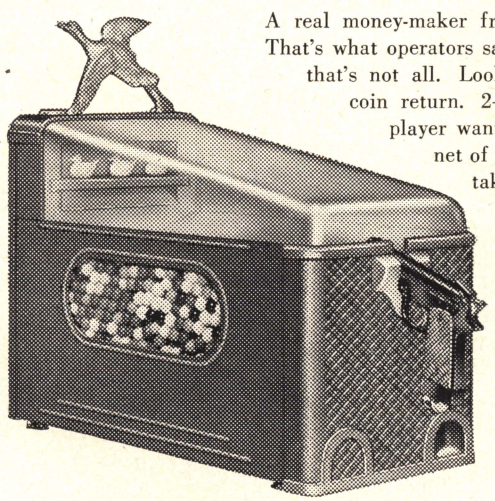

A real money-maker from the moment you install it! That's what operators say about the new "Hunter." But that's not all. Look at these two features: 1—No coin return. 2—No gum dispensed unless the player wants it. That's why many report a net of 75c out of every $1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

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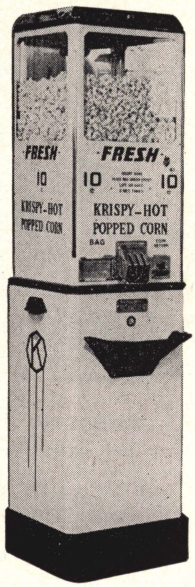

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Bloom Tells Secrets of "Acorn's" Success

CULVER CITY, Calif.—Reasons for the sensational success of Oak Mfg. Co.'s *Acorn* vendor were outlined by S. H. Bloom, secretary of the firm, and the Oak engineering staff, in an exclusive interview with THE REVIEW.

Bloom pointed out that in his estimation the past vendors have been manufactured primarily for appearance and with little concern for the service man. "The *Acorn* is truly an operator's machine," he said, "inasmuch as it is the easiest and fastest machine to service and keep clean, and at the same time provides outstanding eye appeal.

"From every conceivable standpoint," Bloom said, "the *Acorn* is head and shoulders ahead of all competing makes and models. The latest die casting techniques have been incorporated into the precision-tooled, all-die cast aluminum *Acorn*," he added. "The chute is already cast into the body and is polished full length. There are no bolts or screws or crevices where dirt particles can become imbedded. Because of the precision die casting, all parts are interchangeable.

"In the past other machines have tried to sand cast the lock into the base or cap, which made for a poor locking arrangement. Being die cast, the part fits in with the standard products of lock companies."

The Oak engineering department stressed the ease and speed of dismantling the machine and the accessibility of all component parts. The only tool required is a screw driver. To remove the globe and merchandise wheel, all that is required is to remove the two screws attached to the globe rods. The merchandise hopper has no screws or bolts and can be removed and washed in a matter of seconds.

The entire machine has only ten screws: five in mechanism, three in wheel, and two in globe rods. The merchandise wheel has a shroud on the teeth to prevent breakage. So sturdy has this wheel proved, that since production commenced, not one has needed replacement—and thousands of *Acorns* are now on location throughout the country. The portion adjuster has been changed from its original aluminum stamping to chrome-plated steel, and merchandising agitators have been added.

"The cash box is cast in the base," Bloom stated, "and to make a collection all that's needed is to unlock the top of the machine and remove it as one unit. The service head snaps to the body, which secures the mechanism, chute cover, and shield."

The coin wheel is ¼ inch thick at the bearing point, while the opening is broached to insure proper fit. "This," Bloom noted, "makes it the sturdiest wheel of any machine made. The knob is cast on the center shaft and thereby eliminates tampering. It is one of the freest turning mechanisms ever built."

The *Acorn* comes in three different merchandise compartment sizes: standard globe, standard die cast aluminum cabinet, and jumbo size cabinet. The latter size has been designed to hold eight and a half pounds of 210-count ball gum.

Oak's new 5,000 foot plant is equipped to do polishing and enameling, in addition to complete assembling. The machines come in six different colors which can be used in countless combinations.

Bloom emphasized that Oak is constantly adding new improvements which can be used on present models, thereby obviating any chance of the machine becoming obsolete. Also, all *Acorns* coming off the line from now on will bear consecutive serial numbers.

Are Your Almonds Clogging? Fraga Champions Vend-Size

OAKLAND — Vending operators buying low-priced almonds are cautioned by Bert Fraga, head of Standard Specialty Co., to make sure the almonds are vend-size and of high quality. "Operators who have bought on price only are running into difficulties," he said, "because their large size clogs mechanisms and requires considerable service calls. Then again, these almonds are not processed according to vending machine specifications and fail to satisfy the customers, which hurts repeat sales."

Before introducing his *Standard* brand French-fried almonds to the trade several months ago at a new low price, Fraga spent a good deal of time and effort making certain that his product met all specifications and requirements of the vending trade. Since then he has sold thousands of pounds all over the country.

"The success of *Standard* French-fried almonds has brought others into the field whose only sales point was that they met our price," he added. "Operators should carefully scrutinize the almond they are buying to make sure that quality, as well as price, is right."

Frank Doyle, right, aids in loading a sample of the new Koffee King for shipment via Slick Airways to Aubrey Stemler in Los Angeles.

Doyle Starts Delivery on Koffee King Unit

NEW YORK—Delivery has started on the new Koffee King, coin-operated coffee vendor being manufactured by Futuramic Machines, Inc., and the first substantial shipment went out during the first week in May. Most of these units went to operators in the middle west and some sample shipments to the west coast and Hawaii.

Frank Q. Doyle, sales manager for Futuramic, said that production models have been improved to provide a seven-second delivery cycle. The 1000-cup vendor lists at $695, f.o.b. New York.

George J. Young has been appointed to cover the Eastern Seaboard for Futuramic; Jack G. Chalcraft will cover the Southeast; Neal Deimling and Ralph Rigdon the Central States and Aubrey Stemler the West. Sales will be largely handled by these direct company representatives. Lee Doble has been appointed salesman at large and Fred Benedikt will confine his sales efforts to the New York sector.

CIGARETTE VENDING

Tobacco Jobbers See Good Displays Of Cigarette Vendors

by WALTER HURD

NEW YORK—The 1949 annual convention of the National Assn. of Tobacco Distributors (April 24-28) kept to the high record of this, one of the most progressive trade associations in the country. It had displays of cigarette vendors and also a special session devoted to vendors, but some of the main business problems considered by wholesalers (many of them operating vendors) also concern operators as business men.

NATD is waging a national fight under the leadership of Joseph Kolodny, secretary and a cigarette operator, to maintain codes of fair competition for wholesalers as they compete with chains and super markets, and also to compel distributors themselves and retailers to maintain fair profit margin levels. The group fights aggressively for fair trade laws and unfair cigarette sales acts in the various states.

At the 1948 convention, it was said authoritatively that about 50 per cent of the tobacco wholesalers in the country also have vending machines. So, the vending trade is unofficially in all the doings of the organization.

NATD has also concerned itself with candy sales and prices, with Kolodny saying at the recent convention: "The handling of candy and confectionery products (open market items) should be stabilized at the wholesale level of a minimum mark-up of 12 per cent. . . . As to these products, that industry seems to be in a state of utter confusion."

Judging from the import of the convention program, there is no prospect of any supply problem in cigars and cigarettes, nor any likely price changes in prospect on cigarettes. The main price issue seems to be that of preventing price cutting and loss-leaders. The group approves a 4 per cent markup for distributors and 10 per cent for retailers on cigarettes.

As a starter, the program had Leon H. Keyserling, economist, to give his views on the economic outlook for America. His views are published regularly in the newspapers, but in general he does not foresee a depression but rather an orderly adjustment. His speech set the business pattern for the convention and also contained ideas on how to adjust to new conditions.

The convention also heard marketing experts and a representative of the Census Bureau tell about the present business census. Full reports were made on federal and state legislation relating to cigarettes. The convention heard there is little hope in this session of Congress for repeal of the war-time excise rates on tobacco products. Of the 110 or more tax relief bills in Congress, several of them would remove the war-time increases on cigarettes and cigars.

Although the organization opposes the low-price competition of chains and super markets on candy and cigarettes, a prominent leader in the super market field was a scheduled speaker on the program.

Statistically, it is reported that cigarettes form about 70 per cent of a tobacco wholesaler's business, candy about 12 per cent and cost of sales is estimated at 6 per cent. Transportation is mentioned as a higher item in costs of doing business, having increased about 43 per cent in ten years.

Vending Conference

Among the round table conferences on Tuesday, of the convention, one raised the question, "Is It Feasible for all Wholesale Tobacco Distributors to Encourage and also to Engage in the Vending Machine Business?" R. T. Axton, Axton Candy & Tobacco Co., Louisville, was chairman for the conference. The use of vendors had a good boost throughout the discussions, and one speaker especially emphasized the better profit margin to be had with cigarette machines than by wholesaling the item. As he put it, he made more by selling one pack through a vendor than in wholesaling a carton.

The general conclusion of the conference agreed with the summary of previous conferences at the NATD show, that operating vendors is a specialized business and should be a separate department of a wholesaler's business; that jobbers should vend only products that they carry in stock; that considerable capital is required to set up in the vending business; that candy, cigarettes and cigars are probably the items that jobbers can vend most successfully, and so on. A suggestion was made that probably cup vendors were too much of a specialized business for tobacco men. A suggestion made last year was also repeated again—that jobbers may place cigarette vendors with retail accounts and apply commissions on purchase of other goods, or to pay off past due accounts.

The much discussed situation in Boston was considered also and tobacco men disapproved any plan for selling vendors direct to locations. Boston operators have been disturbed in recent months by a firm that is selling cigarette machines direct to the location.

The display of cigarette vending machines was a credit to the vending trade and also to the manufacturers. Eight firms displayed cigarette machines and operators will recognize that this includes nearly all the firms making such machines now. Two firms displayed cigar machines and Lymo Industries, Inc., had on display its well-known cup drink vendor. Stoner Corp. displayed its line of candy vendors at the convention also, thus helping to round out a pretty complete vending machine show. Cigarette machines were displayed by the following firms:

Automatic Products Corp., Minneapolis, showing its *Smoke Shop* and also the cup drink machine reported to our readers previously. Sam Kresberg, a pioneer in the trade, is sales manager.

Arthur H. DuGrenier, Inc., Haverhill, Mass., had its line of cigarette machines and also a candy vendor, and reported that its new electric cigarette machine was now being shipped.

Eastern Electric Vending Machine Corp., New York, also had its display of the *Electro* cigarette machines.

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WORLD'S LEADING MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

J. H. Keeney & Co., Chicago, displayed its electric model, so well known to our readers. As reported in our last issue, the firm recently changed ownership but will continue to build its well-known machines.

Lehigh Foundries, Inc., Easton, Pa., displayed its *PX-8* in manual and electric models.

National Vendors, Inc., St. Louis, had its display and also the good news that its new console electric would be ready for shipment by early fall. The firm will now make steel cabinets for the model, with the improvement in the steel situation. The firm also has a model of the console designed for general purpose vending of merchandise, promising delivery by July. The general merchandise vendor has attracted a lot of attention because of the possibilities in vending various products. The firm also had its standard manual and electric upright machines on display. One of the tobacco trade papers gave a personal boost to Ben W. Fry, president, for the display, and also to Tom Donahue, secretary of the firm.

Pollak Engineering & Manufacturing Corp., Newark, N. J., now making the *U-Need-A* cigarette machines, had two electric models on display. The firm formerly made U-Need-A vendors on contract and has recently acquired rights to the electric machines and reports production going right ahead.

Rowe Manufacturing Co., Inc., New York, had its machine display in grand style and, as always, it gave the tobacco trade a good impression of the vending machine way of selling. Electric and manual vendors were shown, and the nylon vendor also included.

Malkin-Illion Co., Irvington, N. J., and Cigaromat Corp., New York, displayed their cigar vendors and thus gave tobacco men a view of automatic selling of this product.

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MY NAME IS SIMPLICITY! YOU'LL FIND ME THROUGHOUT THE ACORN VENDOR BECAUSE AN OPERATOR AND AN ENGINEER CAPTURED ME IN THEIR DESIGN!

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Manufacturer Activity Sign Of Progress In Cig Vending

by WALTER HURD

NEW YORK—The cigarette industry is watching reports on sales a little more closely than usual, since hints have appeared that the rate of national consumption may be slowing up. The trade in general, and even investors in the stocks of tobacco companies, expect the year to show a good total gain over 1948. But the final percentage and also the month-to-month rate of gain over last year may be smaller than had been expected.

There is so much talk about general recession in business that trade leaders naturally wonder if it might lead the masses to begin to save on smokes. Cigarette smoking is presumed to be a depression-proof habit but there may come a time when people find ways to save on smoking. That is why the official reports are being watched in cigarette trade circles.

Government revenue reports for March show that the rate of gain in cigarette use apparently slowed in the third month, as compared with February. In fact, it now seems that the first quarter shows a definite trend in a slower rate of gain. This agrees with the premise in a general review of the cigarette situation, as published in THE REVIEW, April issue, page 46. In that review, it was suggested that sales for the last half of 1948 had shown a slowing up in rate of gain.

New York also reports that its state tax of three cents on cigarettes for March produced a smaller revenue than for the same month last year; for a 12-month period the state revenue has been climbing steadily, but the drop in March has hinted that a prolonged decline might begin any time.

With 40 states taxing cigarettes, the state revenues will be watched even closer than the federal reports. Most states are still showing good gains in cigarette revenue, definite proof that use of the item is still climbing. But here and there some losses show up. There is a definite regional pattern in cigarette sales and the state reports help to keep tab on this picture.

Unfortunately, a lot of states that tax the product do not keep cigarette revenue records apart from other tobacco taxes, or other forms of revenue, and for that reason it is not possible to get a tab on all the 40 states having a cigarette tax. Only a small group of states makes prompt monthly reports on revenues derived from cigarettes, but these few states are scattered well enough so that some hint can be had about sales trends in different sections of the country.

While the cigarette trade during the past five months has had to think mostly about the prospect of new or increased taxes, at the same time the vending machine end of the business has brought about some favorable news of increased activity. A number of proposals have appeared to tax vendors but thus far no serious blow has been handed to the vendor operators.

Increased activity among manufacturers of cigarette machines is reported to be very definite, and a sure sign that the outlook for the year is favorable. The displays of manufacturers of vendors at the annual convention of the National Assn. of Tobacco Distributors here, Apr. 24-28, gave full evidence of the progress that the machine makers are showing. At least eight manufacturers of cigarette machines, and one firm specializing in cigar vendors, had displays that do credit to the business.

While some of the firms reported limited production at present, they are all confident that a full production rate will be maintained during most of the year. The metals market is now becoming much more favorable and this will help all production schedules. National Vendors, Inc. will now produce its new electric console model in an all-steel cabinet, when earlier steps had contemplated a wood cabinet. National reported that the console will be in full production by late summer.

A summary of the plans and reports of all of the manufacturers of cigarette machines indicates a rising tide of activity, a growing stress on new and better machines, all of it a sure sign that the operating end of the business is also increasing its activity. Machines that in any way cater to the big auto tourist parade during the summer months are expected to show increased business.

Dwight Moody, writing in the *Journal of Commerce* here, recently gave another of his interim reviews of the cigarette business from the angle of people who invest in the stocks of the major cigarette manufacturers. Earnings of the major companies this year will be near the 1948 level, he says.

Main reason for the continued high earnings of the major cigarette companies is that cigarette consumption is expected to show fair gains over last year. The major cigarette makers will also have a full year of the higher factory price which was in effect only half of last year. High cost of tobacco is expected to be offset by the result of the price increase on cigarettes.

An echo of the cigarette price increase was observed recently when the list price of Camels was raised by the manufacturer to the price level adopted by most firms last July.

Moody's review says that the rate of increase in cigarette use is still somewhat greater than would be accounted for by population increase alone, a very encouraging fact. Population increase in itself is enough to keep a slow rate of gain in smoking in effect. More women smokers is the most prolific field for pointing national sales still higher, the experts say.

The major companies bought considerable supplies of tobacco last year, at high prices, but since tobacco stocks are aged for two to three years the effect of high tobacco costs is often distributed over a long period. The major companies, in fact, expect tobacco prices to decline on the 1949 crop.

The general increase in state taxes on cigarettes keeps the consumer price trend so definitely upward that there is no thought of price declines on cigarettes at a time when the main topic of the times is price reductions.

* * *

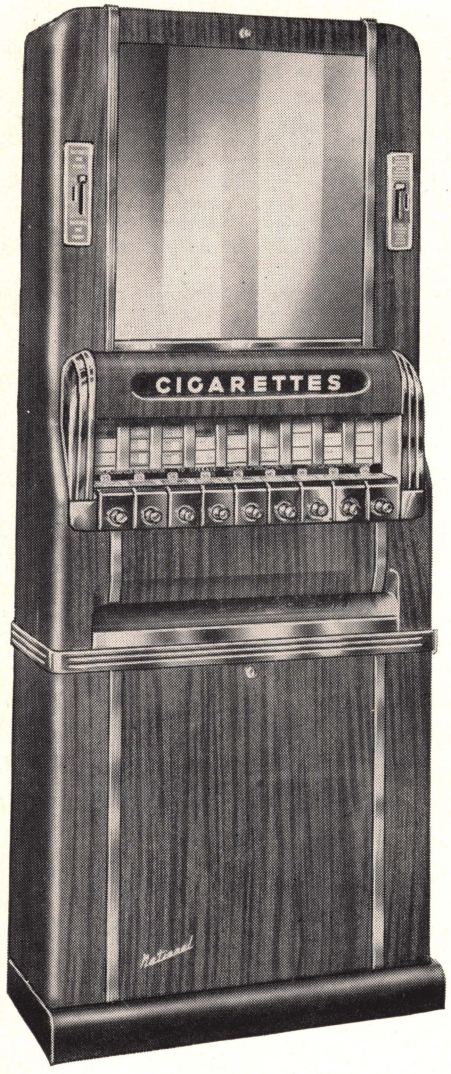
"I think I'll send my girl a bayonet, a rifle and a sword."

"Is she collecting souvenirs?"

"No, but she enjoys having arms around her."

It can't be imitated...it can't be matched

for PROFITABLE PERFORMANCE



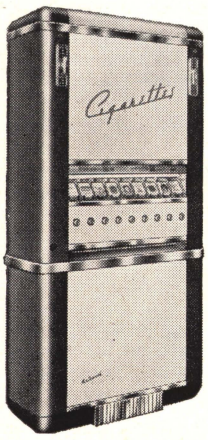
The BASIC MECHANISM OF NATIONAL 9M MAKES THE DIFFERENCE

NATIONAL'S basic mechanism...designed in 1936 and constantly improved...has made the 9M first choice of smart Operators everywhere. It stands out above all other Cigarette Merchandisers in simplicity of construction...in adaptability to price changes at no cost to Operator...in its unfailing efficiency. Not a made-over pre-war machine, but the last word in automatic merchandising—a machine built not only for today, but for tomorrow and next year...and with top trade-in value. Built of steel, trimmed in chrome and stainless steel, with beautiful mirror and fluorescent Label Brand display. Multiple coin insert (5c—10c—25c), central delivery, nine easy-to-load columns of 440-pack capacity. Penny box match assembly and nickel change-maker available.

NATIONAL VENDORS·INC

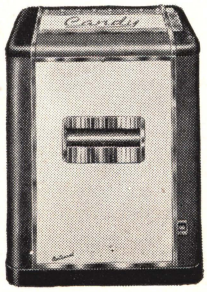
5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

MEMBER N. A. M. A. AND N. A. T. D.



NATIONAL 9E

Electrically-operated Conventional-Type Cigarette Merchandiser. Can be equipped with NATIONAL nickel Change-Maker.

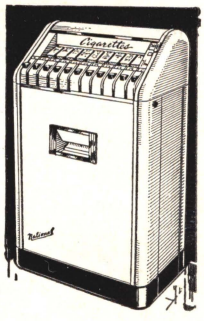


NATIONAL 8CE

Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes, many other items.

NATIONAL 9EC

The last word in Electrically-Operated, Console-Type Cigarette Merchandiser—with built-in Change-Maker and other exclusive NATIONAL features.



REGIONAL REPORTS

(Continued from page 42)

a legal standpoint and locations have all the games for which space can be found in any way; games are in good condition and buying of new games is fair. Occasionally, there is a minor flurry about bells but pin ball seems to be an institution.

Distributors who sell shuffleboard say they think it has reached its peak here; coin operation is not in vogue but may be tried to see if it will pep up the boards. One distributing firm claims to have sold more than 300 boards in the area, which gives some idea of how shuffleboard has spread. But the distributor agrees that shuffleboard has cut heavily into pin ball sales and play.

After Derby Day the summer season really begins. Vending machines have been affected by the general slowing of industrial activity here. The state generally reports plenty of money, since farmers made good tobacco money this year. Vendors for soft drinks are expected to show normal increases during the summer and ice cream vendors are said to be increasing.

St. Louis

Operators report an optimistic view during the summer months, with the Industry in general feeling less pinch than retail stores, amusement enterprises such as theatres, night clubs, etc. Particularly on the upturn is the pin ball field. "Looks like people who used to spend $2 or $3 for a show or evening in a tavern are contenting themselves with a pin game shooting period instead," Del Veatch of V. P. Distributing Co. said. "It is obvious that everyone is cutting down on unnecessary expense, but the coin machine with its nickel and dime 'prices' isn't suffering."

All but a very small percentage of St. Louis venders have big plans for theatre-lobby soft drink machines. About half of the theatres in the city are equipped with at least one drink vendor, with as many as six in the bigger picture houses on Grand Avenue. Collections are excellent in all locations, surprising because St. Louis' blistering summer weather is still many weeks away.

Some of the smaller neighborhood theatres are allotting 5-minute intermission periods to increase candy bar and soft drink sales between films. Those in the Grand Avenue theatres are being serviced twice per evening. Ice cream machines are falling below the beverage vendors in sales for the first time this year, it was reported by members of the Missouri Amusement Machine Assn.

Candy vending is taking on a new aspect due to the overall air conditioning of theatres, bowling alleys, etc., according to veteran operator, Walter Bowman. "We can keep candy machines in operation for several additional months per year, with meltage no danger because of air conditioning," Bowman said. "I try to get the location owner to let me spot the machine where it receives most cooled air coming out of a grille, and thus semi-refrigerate the candy successfully through the summer months."

Candy bar sales here normally must be cut during July through September, due to heavy moist-heat conditions. Incidentally, bar vending sales are at their prewar rate throughout St. Louis, according to a check of old-timers in the field.

Nary an operator in the 49th State but that is holding off breathlessly, awaiting price reductions on new equipment. This is true in all fields, as operators wait for lower costs to permit them to build up routes without signing away heavy investments. "We've had four outstanding price reductions in six months," Lou Morris of Morris Novelty, stated, "which points to a gradual return to normal pricing in the near future."

Shuffleboard continues to be the sensation it was at the first of the year. Bowling alleys through the city have installed one, two, four and even six units in the space between entrance and alleys, and report heavy play. Increased vending machine sales, etc., are making a big difference in profits. Electric scoreboards are definitely the biggest factor in building play, according to Universal, distributors of Rock-ola boards. Quite a few taverns and bowling alleys are staging weekend tournaments, with worthwhile prizes. "Plenty of shuffleboard sharpies have developed in a few months," Tom Collins, pioneer shuffleboard dealer in St. Louis, says, "as contrasted with the cueball sharpie of the old-fashioned poolhall."

The Greater St. Louis Shuffleboard Assn. is busily setting up competitive tournaments and otherwise promoting play. Meetings are held twice a month to compare methods and results, with 27 members on the roster to date, including dealers and distributors.

New proud father is Joe Boehle, deliveryman for A. P. Distributing Co., as well as Charles Douglas, shipping clerk. Both got a day off for the event!

The amusement parks opened on May 1, with shuffleboard spots included in three.

Robert A. Latimer

Spokane

This city seems to be holding its own so far as general business is concerned. A recent report states that, next to San Francisco, we show the biggest drop in living costs, so far as the Pacific Coast States are concerned. This trend can mean any one of many probable outcomes, but most business men believe that it is just a leveling off process.

A general shake-up of business locations in the downtown section is under way. Two of the large old buildings are in the process of dismantling and will be replaced by smaller modern structures.

Several of the new cocktail bars are open and present a new look to the city. Most of the older clubs and lodges have received their new Class H licenses and are running fairly smooth, although some of the regulations are causing considerable trouble. The main confusion is about the rule forbidding women at the bar and one that states that the customer must sit down while drinking. The latter rule has been followed for many years in taverns in the state. The new setup tends to standardize the regulations in all places where liquor is served.

Music is about normal, according to most operators. A few more locations are showing up right along and music installations of the higher type will be in demand in the new cocktail bars of the state.

The pin ball situation hasn't cleared up to any great extent, although the efforts of the tavern and restaurant men, with the help of the operators, to block an ordinance to outlaw them in the city was successful. There still remains the possibility that a special election will be called by the School Board to ask for a three-mill levy for school costs. If this is done, and the council doesn't withdraw its ordinance before that time, the question will undoubtedly be placed on the ballot and the results, everyone concedes, will be disastrous for both issues. A general feeling exists, however, that the people won't go for more taxes. This may scare an election off and save the day for operators.

Shuffleboards are the talk of the town. Many new boards are being installed daily. A rather new and unique idea has been born in regard to the space angle. Many of the taverns are building bars parallel to one side of the boards and installing stools, some as many as ten to the side, thus making seats for the players as well as spectators.

Tavern operators claim that this greatly stimulates the sale of drinks while the play progresses. Shuffleboard parlors haven't as yet made their appearance. Lack of suitable downtown locations and high rents hold them back it is believed.

Beverage vendors are being patronized increasingly as the weather warms and of course candy men expect the summer slump which probably won't be felt quite as much this year, due to the fact that they have more and better products to offer. Cigarette men are getting prepared for the increase in cost due to the new tax which goes into effect in June.

A number of the new type pop corn vendors are to be seen in a variety of spots. Scales don't seem to show any increase in number.

W. L. Ferrall

Twin Cities

Biggest stimulation, next to arrival of shuffleboard here, is the summer season which rolls around, with coinmen optimistic about the outlook as they eye resort locations and a record summer business following a better than usual winter income from all types of coin machines in city areas.

Encouraging reports from resort owners have operators stepping up activity and moving equipment rapidly into locations, with replacement of new equipment running high, particularly among music machines, shuffleboards and some pin games. Business is reported as stabilized, after more than two years of difficult operations and so most operators and locations are planning for the future.

Shuffleboard is expected to boom in the resort areas this summer, after booming along in Twin Cities for past six months. Most Dakota, Wisconsin and Iowa areas have yet to feel the full effects of the boards and the summer seems the logical time to open up. Many operators saw the boards for first time at the 5-State convention in Minneapolis at end of April.

Sales of boards were well above anticipated sales at the two-day convention. Getting good play from operators were Rock-Ola, Chicago Coin, National's board, Perma-Top and others, including Mero's new steel unit and 9 foot wood board.

In the Twin Cities play is leveling off now that the boards are "in solid," but the formation of leagues is expected to stimulate play this summer. Locations and players are lining up with Standard and National league plays.

The "52" game, introduced here at the convention for the first time, is reported quite popular already. It is handled by J & F Sales of LaCrosse, Wis. Operators liked the six-in-one combination which included Big League, Lowball, Highball, Touchdown, and Twenty-One, which can be alternated with "52" by replacing identification cards.

Biggest problem facing coinmen now is the recently adopted one-cent hike in cigarette tax which makes it four-cents per pack. Vending machine operators are wondering how to pass the new increase along. LeRoy Johnson, head of Canteen Co. in St. Paul, said machine cigarettes would remain at 20 cents, although they are 21 over

the counter now. However, vending machine operators are eliminating the half-cent commission paid locations.

Should the vending machine price go to 25 cents—the next acceptable coin—sales would be prohibited in competition with the 21-cent price over the counter. Expensive operations in pennying packages is also "out," according to Johnson. Cut-rate prices over the counter are two for 39 cents or 20 cents straight. A price boost to at least 22 cents would be necessary, if packages were "pennied," due to expense of equipment which would lose customers. Therefore, the commission to locations was seen as only alternative. Machines, therefore, now will be strictly a service function from the location standpoint.

Music, amusement games, shuffleboards, beverage vendors and pop corn all are reported on upswing and should hit new highs this summer.

However candy, cigarettes and scales and some arcade equipment are on the other side of the slide. More location promotion is being utilized by candy vendors, except in industrial locations where business remains at an even keel.

Coinmen are breathing somewhat easier now that the Legislature has adjourned and with exception of the cigarette tax boost, adverse legislation was few and far between. Buried in committee were measures calling for imposition of gross receipts tax on cigarette and candy vendors and a penny tax on soft drink vending machines, either cup or bottle, plus a license fee for every vendor.

N. F. Wood

Washington, D. C.

Peculiar local conditions still make it difficult to tell what kind of a year 1949 will be. Business was up from winter but not as much as expected. In this town, Government occupies the position held in many cities by factories as the largest employer. Several hundred thousand families get their sole income from either Uncle Sam or the D. C. Government. As late as mid-May these families were unable to estimate their 1949 incomes, and a good many of them were hanging on to their spare change until they found out.

This factor apparently affected business. Federal workers were worried about cuts made in agency appropriations by the House and were uncertain that the Senate would restore them. D. C. workers, who did not get the raise that others got last year, were wondering if the sales tax would pass —a tax that means a $330 boost for each employee.

A lot of fairly hot weather in late April and early May boosted drink vendor grosses and started some operators talking about more machines. Tavern trade increased somewhat, but old TV was there to hurt the phonos. One tavern in mid-town solved the problem to the satisfaction of most by keeping the TV sound down and permitting the phono to be played as a sort of accompaniment to the fights, baseball and other sports. Candy started dipping in popularity along with pop corn because of the weather, which surprised nobody. Many operators have converted vendors to cookies, while others have replaced chocolate candy with hard candy.

A plentiful supply of new games is keeping pin balls going along pretty well, although the net is nothing to brag about. One or two operators are beginning to discuss shuffleboards, but no concrete results are yet visible. The terrific play being given the boards by trade publications is arousing interest, and once somebody makes the first plunge, there will be a lot more to follow. Penny scales continue to be slow and steady as always. An experienced operator can come within a few cents of estimating just what each scale is going to bring in. Month in and month out there is little variance. Shoeshiners are getting little use, with most of them being spotted in arcades where the customer is more interested in amusement than appearance anyway.

Roy S. Ramsey, Jr.

NAMA Speeds Plans For '49 Convention

CHICAGO—In its new headquarters at 7 S. Dearborn St. here, the staff of National Automatic Merchandising Assn. began at once to concentrate its work on plans for the next annual convention in Atlantic City, Nov. 27-30. It began issuance of its 1949 Convention News bulletin, the first issue appearing April 29.

As plans mature, it is now evident that the next convention will be the MORE convention — more exhibits, more room, more sessions, more fun. With 265 booths for exhibit space, this means an increase of at least 55 per cent over last year's space. Exhibitors are said to be taking more space for the Atlantic City show.

George M. Seedman, general convention chairman, met with the convention advisory committee members in the new NAMA headquarters soon after the opening and was able to announce to them that 60 per cent of available booths had already been sold. The committee discussed plans to complete the sale of exhibit space by July 1.

Committee members at the meeting were W. H. Bailey, Diamond Match Co.; William Fishman, Automatic Merchandising Co.; Fred Steffens, Walter Johnson Candy Co.; Howard Olsen, Wm. Wrigley Jr. Co. NAMA staff members attending were C. S. Darling, Tom Hungerford, Bernard Osmond and June Kay. A meeting of the entire convention advisory committee is scheduled in Atlantic City, June 3.

Two States Get Unfair Cigarette Sales Laws

CHICAGO — Although it was reported recently that a tide against fair trade laws may be setting in, it is evident that unfair cigarette sales laws were added to the books in at least two new states—Iowa and Indiana. Such laws will prevent cut-rate sales in retail outlets and in that way avoid any marked differences in machine and store prices.

The new laws in the states mentioned follow the pattern now pretty well developed for such statutes—requiring a jobber markup of 4 per cent and 8 per cent for the retailer. Both states scheduled new regulations to go into effect May 1. Tobacco jobbers in both states made a strong fight to secure passage of the laws.

Both states provide for exceptions when a seller can prove that his costs of operation permit lower prices than percentage markups required by the law. This provision is definitely a result of a court decision in Ohio which invalidated certain parts of its cigarette statute because there was no exception for those who could prove lower costs in doing business.

In Iowa the state tax commission will enforce the new law, as it also collects the 2-cent cigarette tax. In Indiana the liquor board will enforce the cig law since it also has charge of the liquor fair trade law. Liquor and cigarettes appear to be becoming the most prominent products for price protection laws.

The Indiana law drew what may be a form of unfavorable publicity when the Associated Press released its version of the law, stressing the theme that cigarette prices would go up. A Cincinnati newspaper also threw in the headline, "Smoker Pays Part of the Dealers' Expense Under New Law."

Chief effect of the Indiana law is expected to be in maintaining carton prices at $1.89, while prices per pack are now generally 20 cents. Cigarette operators will be glad to see carton prices maintained at a standard level.

Vendors Plugged In Food Store Report

NEW YORK—In the location field, much stress is being put on the boom in candy sales that is taking place in chain groceries and super markets. And vending machines have also been given a decided boost in the midst of all the publicity.

C. H. Flint, vice-president of Peter Paul, Inc., made some suggestions on how and why food stores should concentrate on candy. Among other things, he called attention to a national survey which had disclosed that nickel and dime bar goods now constitute 46 per cent of the total candy sales in food stores. Then he suggested:

"Vending machines might be installed to take care of the individual bar sales. Selling at the check-out stand is too haphazard and there is not adequate room for a complete display of all fast-selling products at each register, hence many sales are lost."

This is a kind of picture of the automatic department that the merchandising machine has so long hoped and dreamed would eventually come in stores.

Leaders in the super markets field say that a candy department can be built up to account for 5 to 10 per cent of the total gross sales of a store. The supers are also taking on vending machines in great numbers, the vendors for bottled soft drinks probably pushing in faster than cigarette or candy machines.

Now that candy manufacturers have envisioned the use of candy bar vendors in food stores, it is anticipated that concerted effort will be made to promote greater placement of these machines also.

Financial papers here have given front page publicity to the value of candy sales in food stores, and also the suggestion about using vendors.

The routine government reports on candy sales do not separate food stores, or supers, from other stores, but general trends for all stores that sell candy are suggested. For the first two months of the year, candy sales in independent retail stores were off one per cent as compared with the same months in 1948.

Candy sales in these outlets for February were 5 per cent smaller than for Feb. 1948, but made a gain of about one per cent over the Jan. 1949 volume.

Conroe New Keeney General Manager

CHICAGO—John S. Conroe, who has been in charge of the cigarette vendor production and sales for J. H. Keeney & Co., has been named vice president and general manager of the firm. Conroe takes over the position vacated by Bill Ryan who leaves Keeney after several years to rejoin O. D. Jennings & Co.

Conroe states that production has been doubled on the electric cig vendor and that new amusement machine developments will be revealed shortly. No change in the company's distributor sales structure is anticipated.

SOURCE BOOK REVISIONS

MARCH 15 - APRIL 15, 1949

MANUFACTURERS & SUPPLIERS:

Change of Address:

Auto-Vend, Inc., 5210 Bonita, Dallas 4, Texas.
Coin Machine Acceptance Corp., 50 Church St., N. Y., N. Y.
C. T. Girdner Co., 4253 S. Lincoln St., Venice, Calif., Phone: Santa Monica 6-5997.

Change of Ownership:

Douglass Mfg. Co., Inc., 263 St. John St., Portland 4, Maine: Now owned by American Coin Changer Corp. of Boston, Mass.

Delete:

Drink-O-Mat Industries Corp., 250 W. 57th St., N. Y., N. Y.
United States Vending Corp., 4300 N. California Ave., Chicago 18, Ill.

Additions:

Amero Shuffleboard Co., 766 Milwaukee Ave., Chicago 22, Ill., Phone: Monroe 6-1166.
Bader & Co., 1210 Goodfellow Ave., S. Louis 12, Mo.
E. Boettcher & Sons, Bridgeport, Mich.; E. B. Boettcher, Pres.
California Shuffleboard, 8535 E. Center St., Clearwater, Calif.; Phone: ME 3-5094 or Long Beach 5-5546.
Cincinnati Metalcrafts, Inc., 5000 Brotherton Rd., Cincinnati 9, Ohio; Phone: Redwood 2214.
Paul H. Curran, 165 W. Roselle Ave., Roselle Park, New Jersey.
Don Mfg. Co., 530 Golden Gate Ave., San Francisco 2, Calif., Frank Adams; Phone: PR 6-4835.
Hanson-Loran Chemical Co., 5584 Paramount, Long Beach, Calif.
Lyceum Mfg., Inc., 2303 Westchester Ave., N. Y., N. Y., Charles Gondolfo.
Master Chef Automatic Machines, Inc., 1415 Commerce Bldg., Kansas City 6, Mo.
Master Corp., Rector Bldg., Little Rock, Ark.
Paper Products & Supply Co., 797 E. 17th St., Los Angeles, Calif.; Phone: PR 1654.
Television Coin-A-Matic, 1451 Broadway, N. Y., N. Y.; Phone: Longacre 5-9104; Messrs. Bernie Alexander & Philip Green.
Tish-U-Vend, 475 Fifth Ave., N. Y., N. Y., Nat Goros.
Precision Puck Co., 1100 S. 9th Ave., Maywood, Ill.
Searles Welding & Mfg. Co., 1310 S. 47th Ave., Cicero 50, Ill.
A. G. Sebring Corp., 2300 W. Armitage, Chicago 47, Ill.
Wax-Ola Chemical Company, 510 Franklin Ave., Nutley, N. J., Phone: Nutley 2-4084.

Change of Address:

Marston Distributing Co., 20 W. Alexandrine, Detroit 1, Mich.; Phone: Temple 3-4404.
Redd Distributing Co., 298 Lincoln St., Allston, Mass.; Phone: ST 2-3320.
Roanoke Vending Machine Exchange, Inc., 1814 Williamston Rd., Roanoke, Va., Frank Page.
Robinson Sales Co., Detroit, Mich., (Temporarily operating from Empire Coin Machine Exchange, 1012 Milwaukee Ave., Chicago, Ill.)
Silent Sales System, 1771 Columbia Rd., N. W., Washington, D. C.
Southland Distributing Co., 1128 S. Crenshaw Blvd., Los Angeles, Calif., Messrs. A. M. Mendez & Norman Rothschild; Phone: YO 5278.

Additions:

Ace Telematic Co., 5969 S. Figueroa St., Los Angeles, Calif.; Phone: TH 5271.
H & H Sales and Service, 1714 So. Vermont Ave., Los Angeles, Calif.; PA. 7726.
H. Z. Vending & Sales Co., 920 M St., Lincoln, Neb.; Phone: 2-3645.
Northeastern Amusement Co., 96 Brookline Ave., Boston, Mass., Ed Ravreby, Pres.; Phone: Copley 7-3607.
Northwest Juice Bar Co., 1940 Rand Tower, Minneapolis, Minn.
O'Neil Distributing Co., 2317 W. Olive Ave., Burbank, Calif., L. E. O'Neil.
Televisco, Inc., 415 Brannan St., San Francisco, Calif., Don W. Clark; Phone: Sutter 1-5342.
Texas & Southwestern Juice Bar Sales Corp., 1712 Laws St., Dallas, Texas.
Ray R. Powers, 2711 Riverside Blvd., Sacramento, Calif.
A. P. Sauve & Co., 7525 Grand River Ave., Detroit 4, Mich.
Alco-Tronic (wall box)—Alco-Deree Co.
All Cold (candy vendor)—Alco-Deree Co.
Amero (shuffleboard)—Amero Shuffleboard Co.
Bowling Champ—D. Gottlieb & Co.
Champ (shuffleboard)—California Shuffleboard.
Dallas—Williams Manufacturing Co.
Don (shoe shine machine)—Don Mfg. Co.
Dura-Top (shuffleboards)—A. G. Sebring Corp.
Kats Wax—Hanson-Loran Chemical Co.
Kix (shoe shiner)—Alco-Deree Co.
Majors of '49—Chicago Coin Machine Co.
Ramona—United Mfg. Co.
Swifty Shine (shoe shine machine)—Bonanza, Inc.
Vendmaster (beverage vendor bottle)—Master Corp.
Wax-Ola (shuffleboard supplies)—Wax-Ola Chemical Co.
Zingo (rebound shuffleboard)—Atlas Novelty Co.

BEVERAGE DISPENSERS:
- Bottle-type: Master Corp.
- Coffee (hot): Lyceum Manufacturing, Inc.

CABINET & STANDS:
- Paul H. Curran

COIN WRAPPERS:
- Paper Products & Supply Co.

CONVERSIONS:
- Cigarettes (Convert machine to hosiery vendor): Rowe Manufacturing Co., Inc.

HANDKERCHIEF VENDOR:
- E. Boettcher & Sons.

HIDE-AWAY or HIDDEN MECHANISM:
- Rex Lee Enterprises

KLEENEX VENDOR:
- Tish-U-Vend

SHOE SHINE MACHINES:
- Bader & Co.
- Don Manufacturing Co.
- Lyceum Manufacturing, Inc.

SHUFFLEBOARD SUPPLIES:
- Hanson-Loran Chemical Co.
- Precision Puck Co.
- Wax-Ola Chemical Co.

SHUFFLEBOARDS:
- Amero Shuffleboard Co.
- Atlas Novelty Co.
- California Shuffleboard
- Marvel Manufacturing Co.
- A. G. Sebring Corp.

TIMING DEVICES:
- Television Coin-A-Matic

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Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT——
LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SANITARY NAPKIN MACHINES——
Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (OND-C)

SCALES WANTED——
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

CIGARETTE MACHINES FOR SALE——
All makes, all models, completely overhauled and refinished. We buy cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Pa. EVergreen 6-4244. (J-P)

FREE MULTIPLE STAMP FOLDERS——
with advertising given with each order. Immediate delivery. Write for details. S. FLATTO, 17 West 60 St., New York City. (M-C)

FOR SALE——
Northwestern Model 33 Peanut Vendors, new, $7.85. Keeney Favorites, free play and payout, new, $169.50, used $79.50. WESTERN DISTRIBUTORS, 1226 SW 16th Avenue, Portland, Oregon. (MJJ-C)

SALESBOARDS——
$1500 stock of punch boards for sale. 5-10-25c money boards, few cigarette and merchandise boards. Inventory on request. Less than half price. BOX 950, c/o Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (J-P)

COIN WRAPPERS——
Coin Counting Machines. Tubular 1c, 5c, 10c, 25c, 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 1322 Congress St., Chicago 7, Illinois. Tel. HAymarket 1-1088. (TF-C)

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PLASTIC CHARMS——
$4.75 quality for $3.75 thousand, postpaid, full cash with order. Free samples for 3c stamp. SAN DIEGO NUT SUPPLY, 854 Union St., San Diego, Calif. (AMJ-P)

FOR SALE——
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and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

FOR SALE——
Two 1947 Photomatics. Excellent condition. Also arcade pieces. C. VAN HORN, 402 Jergins Trust Building, Long Beach 2, Calif. Phone: 629-86 (J-P)

ARCADE EQUIPMENT WANTED——
Also Big Inning, Rotaries, Skee Balls and Pin Games. Prices must be right. RAY RESSEL, Box 780, Crestline, Calif. (J-P)

STAMP FOLDERS——
Direct from manufacturer. Low, low price! Immediate delivery. Write for prices and samples. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn, N. Y. (J-C)

CIGARETTE MACHINES——
Modernize your old equipment by installing new KINGSIZE columns. For further information, kindly contact CENTRAL VENDING MACHINE SERVICE COMPANY, 3967 Parrish Street, Philadelphia (4), Pennsylvania. Phone EV 6-4244. (J-P)

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